

SOUTHERN TEXTILE BULLETIN

VOL. 42

CHARLOTTE, N. C., MARCH 17, 1932

No. 3

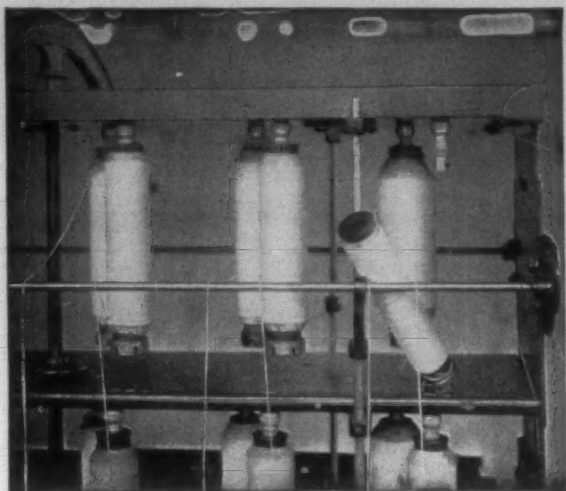
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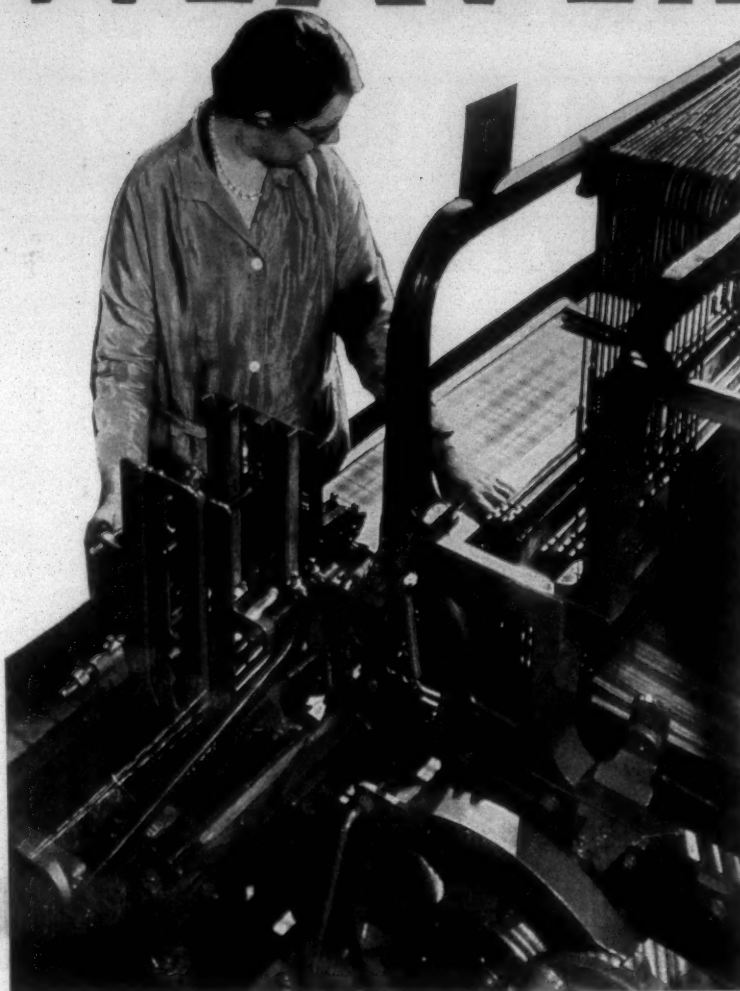
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**"NOW I'LL TELL WHY I LIKE
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"FIRST of all, I like these looms because our production is not always being cut down by looms stopped for fixing.

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A GREAT COTTON USER KNOWS COTTON MILL NEEDS

Goodyear is one of the world's largest users of cotton, building tremendous quantities of the snowy staple into Goodyear Tires, Mechanical Rubber Goods, and other products.

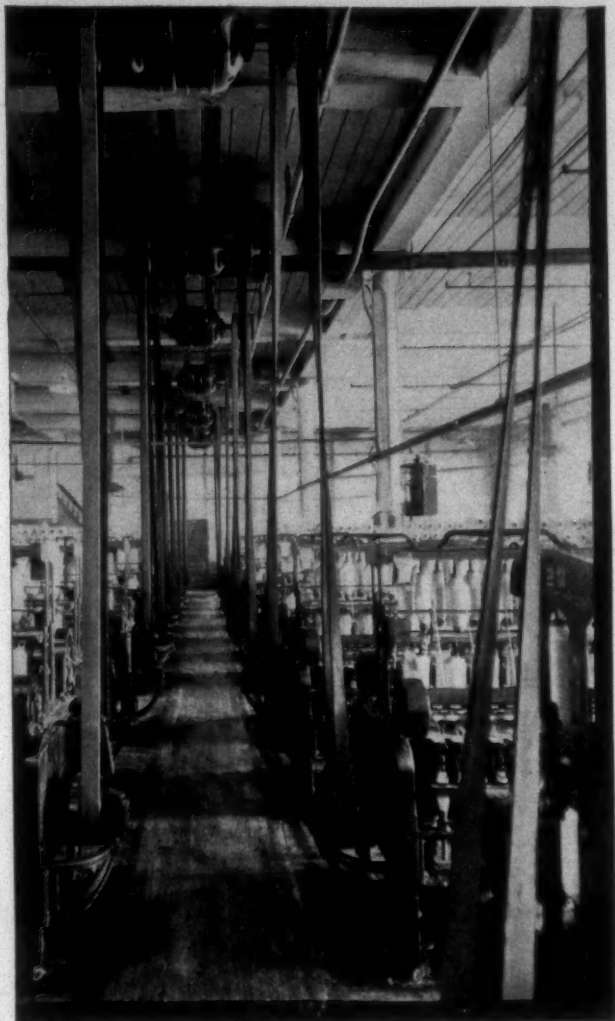
Goodyear, out of its own experience as a cotton mill operator and cotton user, has learned important things about textile mill needs.

As a consequence, Goodyear Belting, Hose and other Mechanical Rubber Goods for textile mill service are specially designed, constructed, and applied with an intimate knowledge of textile mill service.

For example in COMPASS (Cord) Endless construction and in THOR, seamless construction, Goodyear provides belting ideally suited to textile service—minimum stretch, maximum power, protected edges.

Goodyear Belts of special construction for cards, frames, slubbers, spoolers, looms, slashers and breakers, pickers, tappers, twistors and other textile mill drives are specified to their duty by the G.T.M.—Goodyear Technical Man.

A talk with the G.T.M. may save you money in your operations. Write to Goodyear, Akron, Ohio, or Los Angeles, Calif., and ask him to call.



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Goodyear invites you to hear John Philip Sousa and his Band... Arthur Pryor and his Band... Revellers Quartet and Goodyear Concert-Dance Orchestra... every Wednesday and Saturday night, over N.B.C. Red Network, WEA F and Associated Stations

THE GREATEST NAME  IN RUBBER
GOODYEAR
TEXTILE BELTING

SOUTHERN TEXTILE BULLETIN

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VOL. 42

CHARLOTTE, N. C., MARCH 17, 1932

No. 3

Some Factors Influencing the Spinning Quality of Cotton *

BY H. H. WILLIS

Director, Textile Department, Clemson College, South Carolina.

THE spinning quality of cotton, the deterioration of cotton fiber, its causes and possible remedies, and the need for more cotton research are being frequently called to our attention through newspapers and technical magazines. Opinions as to the best methods of attacking these problems vary. It is my purpose to discuss with you from the spinner's viewpoint some of the factors which influence spinning quality of cotton and to give you some results taken from some 600 tests which the speaker conducted for the U. S. Department of Agriculture in co-operation with the Clemson Textile Department, Clemson College, S. C.

SPINNING QUALITY

The term "high spinning quality" as applied to cotton implies primarily three things: First, that the yarn spun from the particular cotton possesses strength, uniformity, elasticity, and brightness; second, that the cotton has a minimum amount of short fiber; and, third, that but few broken ends occur while the yarn is being spun.

The three qualities in yarn most desired by every spinner are (1) strength, (2) uniformity, and (3) good finishing properties. In order to produce yarn possessing these characteristics, the spinner must select cotton of high spinning value.

The chief factors generally agreed upon as determining spinning quality in cotton fiber may be divided into two classes; first, those discernible by the cotton classifier or manufacturer, such as grade, length, and character, the term character including such qualities as fiber strength, body and uniformity; second, those factors that may be detected only by the use of the microscope, such as fineness of diameter, convolutions and other physical properties.

GRADE

The first factor named, that of grade, is a composite quality determined largely by color, foreign matter, and preparation or ginning. The color classification includes blue and gray, which are due to exposure in the field after opening, and yellow which is largely the effect of frost and soil stains. If the cotton is either gray or blue stained, its bleaching and dyeing qualities are reduced. It is unsuitable for delicate tints. In case the cotton is

yellow tinged or stained, its finishing qualities are not noticeably affected. Colored cotton, however, is generally less desirable for gray goods than is white cotton.

The amount of foreign matter is determined by the weather during the picking season, by the method of harvesting, and by the cleaning equipment of the gin. In cotton manufacturing large trash is removed as waste, thus reducing the net weight of spinnable cotton, whereas some of the small or pin trash is spun into the yarn, thus reducing its quality.

Preparation as a factor determining grade in cotton has reference to the mechanical conditions of the gin, the speed of the saws, the density of the seed roll, and the amount of moisture in the seed cotton at the time of ginning. Gin damage to cotton increases the amount of waste and makes the yarn irregular both in strength and in appearance.

Grade is a significant factor in spinning quality in that the strength of yarn has a tendency to increase from the lower grades to the higher grades. However, yarns spun from individual bales of cotton of the same grade may differ materially in strength even though manufactured under identical conditions. Such differences in strength are attributable not only to the conditions under which the particular cottons were grown, harvested and prepared, but also are due in part to varietal characteristics.

STAPLE LENGTH

A second factor in spinning quality is that of staple length. Spinning tests indicate that the length of staple accounts for approximately 80 to 90 per cent of the strength of the yarn. Short staples are suitable only for coarse yarns whereas finer yarns demand longer staples.

CHARACTER

A third factor designated as "character" includes strength, harshness, fiber diameter and uniformity. The results of our tests indicate that about 8 to 10 per cent of the strength of yarns is due to the strength of staple. The factors influencing harshness are unknown; however, harsh cotton is generally used for warp yarns. Uniformity in fiber length and strength is very essential to high spinning quality. Tests indicate that irregular staple increases waste, causes high end-breakage in spinning, and produces yarn irregular in diameter and strength.

It is not wholly reliable to base conclusions as to the

(Continued on Page 10)

*Paper delivered at meeting of Committee D-13, American Society of Testing Materials.

The Textile Testing Laboratory*

BY ELIZABETH S. WEIRICK

Sears, Roebuck & Co.

SEARs, ROEBUCK & CO. was among the first, if not the very first, retail organization to establish well-equipped testing laboratories for the purpose of controlling the quality of its merchandise. They were organized over twenty years ago and now include a Textile Division, a General Chemical Division, an Electrical and Mechanical-Engineering Division. They maintain a staff of well-trained chemists, physicists, engineers, and home economists.

LABORATORY SERVICE

The testing laboratories are at the service of any member of the organization who is seeking accurate scientific information regarding merchandise. Those who depend upon laboratory service most, perhaps, are our professional buyers, who are constantly watching and studying market sources. We, the laboratory staff, work with them when they are choosing their merchandise and again when the goods are finally delivered, when they are considering the introduction of new products, when their merchandise is being described for advertising or catalog purposes, and when they are puzzled by customers' complaints. Buyers realize that it is not well to depend entirely upon claims when ordering goods, and that price is not an accurate basis for determining quality, for frequently he finds he can obtain a better product at a lower price.

When choosing an item of merchandise, such as cotton flannels or percales, an analytical comparison is made of samples from different manufacturing sources and a summary of similarities and differences tabulated. The buyer then weighs the facts of quality and price and chooses the one most satisfactory for his purpose.

When considering an entirely new product, such as toweling made of pita fiber and cotton—some product he has never handled before—the buyer asks these questions of the laboratory:

Is it a practical product?

What is the extent of its usefulness?

Are the claims made for it by the manufacturer accurate?

Will it give satisfaction to the consumer or is it likely to cause us grief?

These questions are answered by both practical and scientific tests and a study of available published information and research that bears upon them. The final opinion may be that the product is quite satisfactory and desirable; or that it is satisfactory in most respects but would be more desirable if certain changes were made, whereupon suggestions for changes are given to the manufacturer, who frequently benefits from the result of the laboratory study and analysis. Again the product may be found to be quite impractical and undesirable—such as would cause more grief than profit, in which case it is recommended that it go into the discard, that is, not be sold.

When merchandise is advertised or sold through the catalog, the printed description of it must be the true description. Every effort is made to state the actual facts as to composition, color fastness, shrinkage, quality, etc., based on actual laboratory tests. All catalog copy is read and checked by the laboratory staff to make sure

not only that the descriptions are accurate but that the rulings of the Federal Trade Commission as they affect mercantile advertising are upheld—no small task.

When merchandise is returned by customers, the laboratory is called upon to determine whether the merchandise is at fault or whether the trouble is due to its misuse or abuse through the ignorance or carelessness of the customer. If the fault is in the merchandise, immediate steps are taken to correct the trouble. To obviate returns because of abuse, the laboratory frequently assists in preparing leaflets suggest to the customer the correct care of merchandise. Such educational efforts are repaid by fewer returns and greater satisfaction.

THE TESTING OF TEXTILES

The testing of textiles involves such a variety of microscopical, chemical, and physical tests that I am not attempting to cover the field. The standard tests adopted by the American Society for Testing Materials, the American Association of Textile Chemists and Colorists, and the Bureau of Standards are used whenever adaptable to the handling of commercial products. Many problems, in textile chemical analysis especially, are not yet satisfactorily solved, such as the quantitative determination of wool, silk, rayon and cotton in the presence of tussah silk when all are mixed in the same fabric.

Tests like your standard fastness tests for washing and perspiration require so much time that they are scarcely feasible in a laboratory which has to handle hundreds of samples quickly. Your equipment might be improved to speed up the process.

Tests of cotton fabrics include the determination of:

Weight, with and without sizing.

Percentage and identification of sizings.

Thread count.

Size of yarns.

Twist and evenness of yarns.

Length and color of staple.

Tensile strength.

Tearing strength.

Bursting strength.

Fastness of color to washing, light, and perspiration.

Shrinkage.

Wearing quality.

Absorbent quality.

Waterproof quality.

Permeability to air.

Smoothness or coefficient of friction.

I shall discuss only a few of these.

WEIGHT

We determine weight by stamping out sections, usually 4 square inches, with a steel die accurate to .01 of an inch. Enough sections are taken to obtain a representative sample. The samples are dried at 105 degrees C. for one hour, transferred to weighing bottles and weighed when cool on an analytical balance. The weight is expressed in grams to the third decimal place. The conditioned weight is calculated, allowing 6½ per cent moisture regain in accordance with the American Society for Testing Materials Tentative Standard, 1931.

For rapid commercial work when extreme accuracy is not essential, the air-dry weights are determined. The

*Paper read at meeting of Piedmont Section American Association of Textile Chemists and Colorists.

sections are weighed after they have been allowed to stand from three-quarters to one hour exposed to room atmosphere. The weight of cotton fabrics is usually expressed in yards per pound on the basis of actual width and 36-inch width, and reported to the second decimal place. The weight of heavy fabrics, those weighing over 8 ounces per yard, is reported in ounces per yard to one decimal place, or it can be calculated on any desired width. Slide rules and factor tables permit rapid calculation.

SIZING

We frequently want to know how a fabric will appear to a customer after laundering. In such cases the soap soluble dressing is determined.

A weighed bone-dry sample is boiled in 1 per cent neutral soap solution for five minutes, rinsed in distilled water and the solution run through a wire gauze. The process is repeated and the sample finally rinsed thoroughly, dried at 100 to 105 degrees C. for one hour, then weighed. The percentage loss is calculated on a conditioned basis.

To determine the total sizing present, we use the method recommended in the U. S. Government Master Specification No. 345a, a combination of ether extraction and treatments with sodium carbonate and hydrochloric acid.

THREAD COUNT

We use three different methods for counting threads. Ordinarily the Lowinson Thread Counter is used on a glass stand with reflecting mirror beneath. In the case of close, fine fabrics, such as some satens, a microscope is resorted to or a section is measured off very accurately on a small sample and raveled to the points which mark an inch. The inch of threads is pulled out with forceps and counted.

Unless otherwise specified, an inch of threads is counted and three counts taken, both warpwise and filling-wise, in different parts of the cloth by each of two persons, care being exercised to avoid areas near the selvage. If their results do not check, more counts are taken.

TENSILE STRENGTH TEST

We determine the tensile strength of woven fabrics according to the standard method of the American Society for Testing Materials. A Universal motor-driven Scott Machine of 300 pounds capacity is employed and the grab method is ordinarily used for most cotton fabrics.

TEARING STRENGTH TEST

We have experimented with several methods for determining tearing strength using the Elmendorf Tearing Tester for light weight fabrics—a pendulum type machine—and the Scott Tensile Strength Machine. Now we use the Preferred Method proposed in the Tentative Revision of the American Society for Testing Materials Standard, 1931.

COLOR FASTNESS

The term "fast color" we apply only to those cotton fabrics that are fast to both washing and light or to water and light depending upon whether the material is dress goods or such as awning stripes.

FASTNESS OF COTTON FABRIC TO WASHING

The term "fast to washing" is perfectly clear but there is some ambiguity in the term "washable." I have heard many women say that to them "washable" implies that the fabric will retain its original color and finish and that it will not shrink. On the other hand, I have heard some retail men argue that it merely means that the fabric will retain its finish but not necessarily its color.

We believe that to the average consumer the term "washable" implies that the material will retain its color as well as its finish.

Colored cotton fabrics—dress fabrics, cretonnes, work clothing, and suitings—that we guarantee, must pass Test 2 for fastness to washing, that is, they must pass the test of washing in laundry soap in the Launder-Ometer as recommended by your Association.

For a long time we required that cotton dress fabrics containing 50 per cent or more of white should also pass Test 1, the test with laundry soap and bleach; but we have eliminated this requirement, believing that housewives do not wash their colored garments with washing powders containing bleach, at least it is contrary to all good commercial and home laundry practice and teaching. However, colored sheeting and towels are required to pass the bleach test.

We rate tested samples:

"Fast" if the colors show no perceptible change in shade and if the white cloth to which the sample is sewed is not stained.

"Practically Fast" if there is a very slight change in shade or if the white cloth is very slightly stained or both. The change, however, must be so light as not to affect the general appearance of the fabric or any other fabric with which it might be combined.

"Not fast" if the colors show distinct fading or bleaching or both. Colors rated as "fast" or "practically fast" are passed as satisfactory. The dark prints with developed backgrounds cause the most difficulty.

FASTNESS TO LIGHT

We use the Fade-Ometer for determining the fastness of colors to light. A fan above and a pan of water beneath the carbon arc control somewhat the temperature and humidity. The samples are exposed to the light for 40 hours, and any changes in color noted at the end of 24 and 40 hours. If no change takes place at the end of 40 hours, a color is rated "fast." If very slight fading takes place but not sufficient to affect the general appearance of the fabric, the color is rated "practically fast." If marked fading occurs the color is "not fast."

Many dyes show fading between the 24 and 40-hour period. When we first began to use the Fade-Ometer about thirteen years ago, we exposed duplicate samples of dyed materials both to the Fade-Ometer and to the sun test in California and Texas in order to obtain a comparison of the effect of the two sources of light on the same dyes. The Bureau of Standards has since done extensive research on this point. We have also made comparisons of the effect of Corex D glass globe as compared to the old, ordinary type but have noted no difference in the effect on colors tested.

The line between "fast," "practically fast," and "not fast" is a point for the human eye and for personal opinions to determine. To be sure, there are instruments such as the Colorscope which can be used for measuring the change of solid colors but as yet the method cannot be applied successfully to prints. The difficulty of rating frequently leads to disagreements between manufacturers and laboratory.

We are now compiling a card-file in which is placed a sample of every cotton fabric that stands all required tests. The samples are arranged according to predominating color and give the tests passed, price, and name of finisher. This gives us an idea of the variety of shades for each color that can be satisfactorily obtained and the extent of such colors available from the different sources. This may help us to find out quickly whether colors are available to replace others that prove to be unsatisfactory.

I am under the impression that the designer creates his designs and chooses his color combinations according to his fancy or the dictate of fashion; and that it is then up to the dyer to reproduce the design in the same colors. The dyer may know when he attempts the job that he can duplicate say four colors out of the five colors required, with dyes which will be fast, but that he has no dye that will give satisfactory results for the fifth. This puts him at a disadvantage.

Would it not help the dyers if they would get together and develop a color-chart representing the available colors and shades which they *know* by experience to be fast to washing and light, fast to bleach, etc.; and then let the designers select their color combinations from these?

SHRINKAGE

After trying a variety of methods for determining shrinkage we adopted a general laundry procedure. An accurately measured section, usually 10x10 inches, is marked off on a sample and given the same treatment—solutions and temperatures—in the Launder-Ometer as colored fabrics when tested for fastness to washing with laundry soap. The test is repeated.

The tentative method proposed by the Sub-Committee of your Association on shrinkage of textiles has just appeared in the January issue of your Journal. This method varies slightly in the numbers of rinses, temperature, and strength of the acetic acid rinse from the washing test. We shall try your recommended method, but do not believe the results will vary much.

Made-up garments, such as work pants and shirts, are sent to a commercial laundry or tested in a washing machine. The garments are measured and also a section is accurately marked upon some portion. After the first laundering they are returned for measuring. This procedure is repeated about eight times or until shrinkage ceases.

It has not been feasible to adopt a minimum shrinkage requirement for the various fabrics because of the rapid changes taking place in the preshrinking methods used by the mills. However, the claim "100 per cent shrink-proof" is applied only to fabrics or garments that show absolutely no shrinkage; "Preshrunk" only to those which have been preshrunk sufficiently to cause no serious change in the size of a garment. The change in size should not exceed one-half the difference between consecutive garment sizes.

WEARING QUALITY

We determine by the Wear-Ometer, a machine developed through a period of years. Samples are placed under controlled tension and pressure and abraided warpwise and fillingwise against an oscillating semi-cylinder covered with a standard canvas, changes of which must be made and noted at stated intervals. We have also used a fine-meshed special steel screen over a coarser one. A vacuum removes lint and reduces temperature caused by the friction, while a counter records the number of rubs until the break comes. Samples are sometimes given a specified number of rubs and compared as to appearance. We do not believe that determining the tensile strength of the abraided test sections is a feasible method of measuring wear. The wearing test is far from solved. We are interested in the various machines used in other laboratories, and hope that the Textile Research Institute will evolve a satisfactory standard.

ABSORBENT QUALITY

Absorbent quality is important in the case of cotton fabrics such as towelings and diaper cloth. It is deter-

mined before and after laundering. Duplicate test sections 8 inches long and exactly 1 inch wide are prepared warpwise and fillingwise of the cloth. All lengthwise yarns must run parallel with the edge of the section. Water-soluble eosin is applied very sparingly and evenly to the face of each section to serve as indicator. Each section is pinned over a horizontal rod supported at a convenient level above a beaker of water so that the end of the cloth strip comes just above and perfectly level with the surface of the water. A steel rule is clamped or held parallel with the vertical edge of the strip. When all is in readiness the strip is lowered so that the end just touches the water and a stopwatch started. The height to which the water rises by capillary attraction in 1 minute, 5 minutes, and 10 minutes is recorded.

From a summary of a large number of laboratory tests we have devised an arbitrary rating:

If at the end of 10 minutes the water rises 5 to 6 inches the rating is excellent.

4 to 5 inches, very good.

3 to 4 inches, good.

2 to 3 inches, fair.

1 to 2 inches, poor.

0 to 1 inch, very poor.

Now and then a cloth will show unusual absorbency and absorb beyond the six inches.

In order to obtain some measurement of the absorptive power of a fabric which has been treated for water resistance, such as denims, twills, silks, cap fabrics, etc., as compared to that of the same fabrics untreated, we devised the following method:

A wooden frame 8 inches square is covered with the material to be tested and is supported by means of a clamp and ring-stand 10 inches above the cone of a humidifier which emits a very fine mist at the average rate of a pint of water every 50 minutes. The framed fabric is subjected to this mist for a given number of minutes, is quickly removed and immediately the edge of a blotter is gently and briskly moved over the fabric from side to side to absorb droplets of moisture standing on the surface. A four-square inch sample is then cut from the center of the fabric with a steel dye and immediately weighed. This sample is dried and the percentage of absorbed water calculated on the basis of the dry weight. Different samples may be tested for 1, 2, 3, 5 or 10 minutes, depending upon how rapidly the fabric absorbs moisture. In this manner, the time required for penetration, the percentage of water absorbed, and the time for saturation may be determined. The results give an approximate ratio of water absorption before and after treatment.

WATER-RESISTANT QUALITY

Fabrics specially treated to make them water-resistant, such as canvases and drills for tents and tarpaulins, are subjected to the "Modified Spray" and "Modified Funnel" tests as developed by F. P. Veitch and P. J. Jarrell at the Leather and Paper Laboratory of the Bureau of Chemistry, U. S. Department of Agriculture, and reported in the Journal of Industrial and Engineering Chemistry, Volume 12, 1920.

Spray Test. In the spray or rain test, water passing through a specially constructed spray head forms into drops, falls at the controlled rate of 1,000 c.c. per minute from a height of 6 feet onto the sample, held in a frame at a 45-degree angle, for a period of 24 hours. I will not attempt to give all the details of this test. We have added to the method a means of obtaining a permanent record of the water that penetrates the fabric:

Beneath the fabric but not touching it we place a blotter very lightly treated with dry, water-soluble eosin. The blotter is changed at stated intervals. Thus any mist, spray or leak is recorded on this.

To be called "waterproof," canvases and drills should rate 10 in this test, that is, the underneath surface should remain dry during the 24-hour period. Light weight fabrics which are merely water repellant are given a spray of 500 or 250 c.c. per minute for shorter periods.

Funnel Test. The modified funnel test indicates the protection afforded by the fabric when it is in contact with a hard surface or when water accumulates in a pocket and is allowed to stand.

Tent canvases and tarpaulin should rate from 8 to 10 in this test. We have recently completed tests on a lot of light, medium, and heavy canvases to be used for tents and tarpaulins of our own make. These rated high 9 and 10 in the funnel test. About 7-ounce drills and 4½ ounce sheetings will rate around 3 and 4 although these same fabrics will rate from 9 to 10 in the spray test.

PURCHASING STANDARDS

Our buyers do not have a set of hard and fast specifications for the manufacture of fabrics. They study and compare products offered in the market and adopt a personal buying standard which can be rapidly modified according to the consumer's demand, business competition, or improvements in the manufactured product. The buyers do issue definite specifications for the size of garments and trimmings to manufacturers.

Our numerous retail stores must be permitted some leeway in specifying the grade of merchandise they require based on a knowledge of the demand, the sales, and the competition in their respective localities.

The number of grades of a fabric bought varies. This year the price-range is more limited because people are not buying the more expensive grades.

There are certain fabrics for which the buyers maintain a minimum standard; for example, percales and bleached goods such as nainsooks, longcloths, demities are never considered with grey counts below the standard 64/60. They never use a sub count and advertise it as a regular standard grade.

The following examples illustrate the purchase of goods on a quality basis:

Sheetings from practically all mill sources were analyzed and grouped into classes. Those of a given class, for example 64/64 count, or 68/72 count, were compared in all points of construction—evenness of yarns, finish, cleanness and color of cotton—and the best were selected for consideration.

To find a denim suitable for a special work garment, samples of the 2.20 class from 13 mills were compared for evenness and fastness of color, and shrinkage, as well as construction. Five or six were found to be superior to the others in a number of points, and the best one of these was chosen. Material from these sources was made up into garments and laundered eight or more times to note differences in color and shrinkage. In this case the buyer was willing to pay ¼ to ¾ per yard more than for the others in order to give the consumer better satisfaction.

The manufacturer who produces the best product will get the preference providing the price is in line with competition and the consumer's demand. Quality cannot be the only consideration. The service given by a mill in making prompt deliveries is very important. The best product will be of no value if deliveries fail to meet sale

requirements. Then, too, merchandise must have style and attractiveness.

To SUM UP THE VALUE OF THE TESTING LABORATORY
It stimulates the production of better products; eliminates worthless products.

Protects merchant and consumer from misrepresented merchandise.

Cuts down returns by accurate descriptions of goods and through the advice to customers on the correct care of goods.

Helps buyers to a more intelligent knowledge of their goods.

Helps to maintain uniform qualities of merchandise and therefore creates confidence in the minds of the consumers and thus leads to a more stable and better business.

Cotton Goods Stocks Lowest on Record

The smallest stocks of carded cotton cloths since the beginning of comparable figures in January, 1928, characterize the statistical reports of production, shipments and sales during the month of February, 1932, which were made public by the Association of Cotton Textile Merchants of New York. The figures cover a period of four weeks and stocks at the end of the month were 239,654,000 yards. This is a decrease of 5.7 per cent from the total of 254,056,000 yards reported at the end of January.

Shipments during the month were 258,744,000 yards, or 105.9 per cent of production which totalled 244,342,000 yards. Sales were 245,582,000 yards, or 100.5 per cent of production for the period. The average weekly production was 61,086,000 yards.

Unfilled orders at the end of the month amounted to 377,988,000 yards, representing a decline of only 3.4 per cent from the total of 391,150,000 yards at the end of January.

These statistics are compiled from data supplied by twenty-three groups of manufacturers and selling agents reporting to the Association of Cotton Textile Merchants of New York and the Cotton-Textile Institute, Inc. These groups report on more than 300 classifications of carded cotton cloths and represent the major portion of the production of these fabrics in the United States.

S. T. A. To Meet in Hendersonville

The twenty-fourth Annual Meeting of the Southern Textile Association will be held at Hendersonville, N. C., on June 24th and 25th. The board in selecting Hendersonville feels that it has many advantages to offer to the Association's membership and friends, Secretary Taylor announced.

Mayor W. M. Sherard of Hendersonville is a past president of the Southern Textile Association, and promises the full co-operation and support of the city, together with its various organizations for this occasion.

Hendersonville has many attractive hotels with rates to meet the purse of everyone, and it is anticipated that this meeting will be one of the largest ever held by the Association.

In planning for the meeting the Association is going to endeavor to get everyone possible to wear cotton, and it is quite possible that this year more stress will be laid on cotton for men's wear than ever before.

The program for the meeting is now being prepared and details will be completed within a short time. Officers of the Association expect to provide a program of unusual interest and value.

Some Factors Influencing the Spinning Quality of Cotton

(Continued from Page 5)

quality of a yarn upon average strength alone. Two yarns may be approximately equal in average strength but may be widely different in quality because of difference in uniformity of either size or strength. To illustrate: Two cottons, B and K, of the same grade and staple were spun into yarns having an average strength of 97.8 and 98.6 pounds, respectively, a difference of less than one per cent in average strength. Yet B was vastly inferior in quality because of its lack of uniformity. Approximately 14 per cent of the B yarn broke lower than the lowest K yarn. The lowest break in yarn B was 89 pounds whereas the lowest break in yarn K was 94 pounds. (See Table No. 1.) It is these low breaks which give the manufacturer concern. When considerable tension is placed upon the warp in weaving, these weaker threads break since they are unable to carry their share of the load. As they break, loom stoppage occurs, production is reduced and machine hour cost increased.

Such factors as staple length, strength and uniformity are presumably varietal characteristics which are influenced materially by type of soil, and by cultural and weather conditions. Cultural conditions, aside from the weather influences, are largely within the control of the grower. Varietal characteristics also are to an extent within the control of the grower in that such characteristics are largely predetermined in the seed, and the grower may select for planting a variety which has proved superior both from the standpoint of production and from that of spinning quality.

IMPORTANCE OF INTELLIGENT SELECTION OF COTTON

The variety selected for planting, place grown, and cultural weather and ginning conditions in large part determine the spinning quality of cotton. Cottons similar in grade and staple may differ materially in spinning utility and yarn uniformity. To illustrate: The speaker tested four cottons of different varieties. The results are shown in Table 1.

Table 1 gives grade, staple, average strength of 22s yarn, and highest and lowest breaks per skein.

Lot No.	Grade	Staple Inches	Average strength (50 skeins) Pounds	Highest strength Pounds	Lowest strength Pounds
1	S.M.	1 1-16	109.70	122.0	97.0
2	G.M.	1 1-16+	94.00	102.8	84.0
3B	S.M.	1 1-16	97.80	103.0	89.0
4K	S.M.	1 1-16	98.60	103.1	94.0

The foregoing seems to be evidence that the manufacturer in selecting his cotton should pay more attention to the variety of cotton and the place and conditions under which it is grown. Tests have shown that the spinning utility of cotton can be judged with a fair degree of accuracy by knowledge of variety, the growing season and soil conditions. It is my opinion that leading mills will eventually have a field specialist with some knowledge not only of manufacturing but also of cotton production whose duty it will be to keep the mill management advised as to where the better cottons are being grown so that the mill may select its cotton from such districts.

VARIETY IN RELATION TO SPINNING QUALITY

The mechanical and moisture conditions under which cotton is manufactured have considerable effect upon its spinning quality. Again the variety of the cotton—its physical and chemical properties—plays an important

part. To illustrate: Two varieties of cotton of the same grade and staple when placed in the conditioning room with the same relative humidity for the same length of time may show as much as 1.5 to 2 per cent difference in regain. Again two varieties of the same grade and staple may draft differently in manufacturing. To illustrate: The machines may be so set as to produce a certain size sliver from a given variety of cotton. With the second variety it may be necessary to change the draft gears from one to two teeth in order to produce the same weight sliver as was produced from the first variety.

Variety has more influence upon the strength of the yarn than is generally believed. There are those who have advanced the theory that the strength of yarn is in proportion to the length of the staple. This theory will not hold in many cases. (See Table No. 1.) I have tested varieties of $\frac{7}{8}$ -inch staple which produced 22s yarn with a strength of 97 pounds per skein as compared with other varieties of 1 1-16-inch staple which produced 22s yarn with a strength of from 94 to 98 pounds.

To be of value any research in raw cotton should, therefore, be based upon known varieties upon which a thorough check has been made from the growing season through the ginning season. Test cottons are not comparable unless grown, harvested, ginned and manufactured under like conditions. It is the only way in which variables may be reduced to a minimum since differences in weather, in soil and in ginning conditions have considerable influence upon spinning quality.

Your Committee on Raw Cotton has been unable to make as much progress as desired because we have found it both difficult and expensive to obtain known samples of raw cotton on which to conduct tests. However, within the next year we hope to be able to have some worth while results.

Consumption of American Cotton Higher

Manchester, England.—A remarkable increase in world consumption of American cotton in the six months ending January, 1931, will be shown in statistics to be published by the International Federation of Master Cotton Spinners and Manufacturers Associations.

The consumption of the American product gained 662,000 bales in the six months.

The total amount of American cotton consumed was 5,940,000 bales.

Courses in Cotton Grading and Cotton Testing

The Clemson College Textile Department, in co-operation with the U. S. Department of Agriculture, will conduct a special course in cotton grading beginning June 6 and continuing through July 2, 1932. The class will be taught by a specialist in cotton grading from the U. S. Department of Agriculture. The students of this course will have the opportunity to inspect grades and staples of some 5,000 cotton samples selected from different sections of the cotton belt.

In conjunction with this course H. H. Willis, Director of the Clemson Textile Department, will offer an intensive course in the testing of cottons, yarns and fabrics. This course should be of especial interest to overseers, superintendents, or those in charge of testing laboratories for mills. Any one who is interested in enrolling in one or both of these courses is requested to write to H. H. Willis, Director, Textile Department, Clemson College, S. C.

Explanation of Manufacturers' Sales Tax

THE following paragraphs, taken from the explanation of the proposed Manufacturers' Sales Tax, as presented by the Ways and Means Committee of the House of Representatives, give a number of the most important facts relative to the bill:

"This manufacturers' excise tax will not be universally passed on to the consumer, but in many instances will be absorbed by the manufacturers."

"The tax is levied on the manufacturers' sale price and not on the jobbers' or retailers' price."

"The poor man with small living expenses will pay much less than the wealthy man who lives in great luxury."

"There will be no avenue of avoidance for the wealthy."

"It is impossible to anticipate with accuracy the extent to which the tax will be passed on and the extent to which it will be absorbed, but it is believed that in many instances the competitive condition within the industry will result in the absorption of the tax by the manufacturer, and thus no burden will be imposed on the ultimate consumer."

"The tax must be imposed uniformly and without discrimination."

"Pyramiding must be prevented."

"All manufacturers and producers (other than those whose gross receipts are less than \$20,000) must be licensed. The bill then permits the sale of articles tax free from one licensee to another. Thus, the product of one manufacturer which is to be used as a material by a second manufacturer, passes through all stages of manufacture without imposition of a tax. In this manner the tax is imposed but once—upon the final sale as a finished product entering the channels of consumption."

"The licensing system is applied also to persons handling partly manufactured goods. These persons are referred to in the bill as 'registered dealers.' The limitation of the privilege of tax free purchases by dealers to those articles which they are to resell to licensed manufacturers for further manufacture is one of the most important features of the bill."

"Each member of a competitive (manufacturing) group must pay on the same basis as all his competitors, even though his sales methods may differ."

"The bill requires that every effort be made to ascertain the manufacturers' price at the place of manufacture."

"In the case of those commodities which are ordinarily sold at wholesale, this price will be the price at which the

manufacturer sells to the wholesaler, even though the particular sale is at retail."

"Many commodities are not sold at wholesale, such as articles on special order, and in these cases the tax is imposed upon the price at which the article actually is sold by the wholesaler."

"Officials will confer with representatives of each particular industry and agree as to the methods by which the amount of their tax liability is computed."

"Since buildings are not within the concept of manufactured articles real property is excluded (from the tax). This means that the tax will be collected on materials and fixtures going into building operations."

"Licensed manufacturers are allowed to sell to registered dealers, free of tax, articles to be resold to licensed manufacturers for further manufacture."

"Sales for export are exempt, but sales for export to United States Territories are taxable."

"Exemption is made in the case of cleaning and ginning of cotton, in order to remove every possibility that buyers, if subjected to the tax, might attempt to force the tax upon the growers."

"It is not intended to require the tax to be separately charged. The invoice may specify the charge for the merchandise as \$100 plus \$2.25 for the manufacturers' tax, or it may simply state that the charges are \$102.25 for the merchandise, and in either case the manufacturer's tax will be \$2.25."

"Charges for coverings and containers and charges incident to repairing merchandise articles for shipment or delivery should be included, while transportation, delivery, insurance and like charges should be excluded."

"The tax shall be on the 'normal factory price.'"

"The tax shall be on the fair manufacturer's price, which will be the basis in the case of sales on consignment, where the amount charged by the consignee does not represent factory price."

"A manufacturer may transfer his product to a selling agency controlled by him at a bookkeeping price below market level, and it is essential that in such cases the tax be imposed on the same value as in the case of similar sales between independent parties."

Provision is made for an equitable method of imposing the tax in cases of installment and conditional sales, leases and royalties, and manufacture under contract."

In order to minimize claims for refund, provision is made that a taxpayer entitled to refund may take credit of the amount against a later return."

(Continued on Page 23)

KNITTING TRADE NOTES

Increasing Volume in Mesh Hosiery

The volume being done in mesh hosiery for spring and summer continues to show a constant increase. Estimates made some months ago that meshes and lace would account for 25 to 35 per cent of spring sales have been revised upward. Mills now estimate that the volume will go to at least 75 per cent, while retailers are estimating the percentage for spring and summer sale at more than 50 per cent.

Full-fashioned mills in both the North and South have gone to considerable expense in equipping their machines for mesh production. It is estimated that the average cost for each machine is \$1,200. This expense has naturally prevented some mills from making the change and has resulted in larger orders for those who have done so.

Machinery concerns, which were facing another year of loss in 1931, began to get orders for attachments in a steady stream during the fall and broke even on the year's operations. They are expected to come out ahead again this year despite the fact that present business cannot be sustained longer than it requires for the mills to complete their attachments.

Retail promotion is now being carried on throughout the country at prices that remind the trade of the years from 1925 to 1928. Except in few instances, none of the full-fashioned meshes are listed below \$1 a pair. The average price is estimated at \$1.65 with the \$1.95 numbers selling equally well and occasionally better than the \$1 goods. Cut-and-sewn merchandise continues to decline except in spots, even though many of such numbers now have both full-fashioned welts and feet.

Delays in delivery are typical of present mesh business. Many of the mills are requiring from two to three weeks to fill orders, while a few are unable to take on new accounts as buyers turn from one to another in an effort to get the goods at once.

Pennsylvania mills, which were first to recognize the trend, are beginning to recover from the slump in profits occasioned by cut-price tactics on plain goods. Now the plain numbers are getting little attention, and it is possible that so much attention will be directed to meshes by the time warm weather sets in that prices may stiffen through curtailed production.

Underwear Orders Increase

Total production of knit underwear in January was 934,423 dozens, compared with 997,894 dozens in December, and 818,385 dozens in January, 1931, according to reports made to the Department of Commerce by 132 identical establishments.

New orders received in January totalled 1,038,929 dozens, compared with 944,019 in December and 947,010 in January, 1931. January shipments were 864,568, compared with 927,364 in December and 960,474 in January, 1931.

Unfilled orders at the end of January totalled larger than at the end of December or at the end of January, 1931. The figures are 1,281,650 for January, 1932; 1,160,787 for December, 1931, and 1,258,162 for January, 1931.

Production of winter weight knit underwear in January, 310,468, declined sharply from December, 488,245, but it was slightly higher than in January of last year, 308,698.

Output of summer weight garments in January, totalling 571,546, was a sharp increase over that for December, 439,756, and for January, 1931, 449,810.

18 New Licensees of Durene Association

Eighteen new licensees have been licensed by the Durene Association of America since the first of 1932, bringing the total up to 485 durene licensees.

Underwear, outerwear fabrics, and glove manufacturers are among those newly listed which include: Federal Knitting Mills Co., Cleveland; John E. Hanifen Co., Philadelphia; Josef Knitted Fabrics Co., Inc., New York; Union Mfg. Co., Union Point, Ga.; Belle Knitting Mills, Lebanon, Pa.; Friedman-Blau-Farber Co., Cleveland; Williams Knitting Mills, Brooklyn, N. Y.; Perkiomen Knitting Mills, East Greenville, Pa.; and Waynesboro (Pa.) Knitting Co.

Knitters to Pass on Sales Tax

Plans for passing on the proposed manufacturers sales tax of 2½ per cent have already been completed by a number of leading hosiery and underwear mills. They plan, when if tax measure becomes effective, to show the tax as a separate item, exclusive of the mill price of the goods. A number of the mills are already quoting prices with the statement that they are independent of any sales tax that may be levied.

The majority, acting either through their associations or individually, have already stated publicly or privately that they intend to add the proposed tax to the face of their invoices. Such action has already been suggested by the National Association of Hosiery and Underwear Manufacturers and agreed upon by leading manufacturers of nationally known brands who sell direct to retailers.

In taking this action the mill follows the course suggested by the National Association of Hosiery and Underwear Manufacturers, which has urged: (1) that manufacturers quote prices with the clear statement that they are exclusive of any sales tax; and (2) that all bills rendered by manufacturers show in detail the price of the merchandise, the amount of the tax and the total due from the buyer.

The Berkshire Knitting Mills stated its position in the tax matter as follows:

"Until the sales tax bill now before Congress becomes a law, all orders will be entered at the prices effective January 15 of this year, and under the prevailing terms and conditions. This applies as well to shipments made against such orders, even though delivery should be made after the sales tax is imposed by the Federal Government.

"On and after the date the sales tax becomes operative, the tax levied will be noted on our order acknowledgements additional to present prices, and correspondingly

included on all invoices rendered against orders so booked.

"In the interim, orders will be accepted at present prices and terms, provided complete color and size specifications are given, with definite shipping dates covering a reasonable period. Please note, however, that beyond the protection offered in the first paragraph of this letter, this company cannot provide immunity against payment of sales tax by customers by entering so-called blanket or knitting orders to be taken in at some later date.

"The purpose of this letter is to set forth clearly our policy with regard to the sales tax. We do not invite or encourage overbuying under present conditions but suggest that you anticipate your needs in a limited way."

Hosiery Production Higher

Production of and orders booked on hosiery during January were larger than in December, but shipments declined in January. Unfilled orders were larger at the end of January than at the end of December, but stocks on hand also increased.

As compared with January, 1931, production in January of this year was larger, orders and shipments were only slightly smaller, unfilled orders and stocks were materially smaller.

As reported to the Department of Commerce by 304 identical manufacturers, representing 356 mills, which produced approximately 72 per cent of the total value of hosiery reported at the 1929 census of manufactures, total production of all kinds of hosiery in January was 4,557,975 dozen pairs, as against 4,283,346 in December.

Orders increased from 4,312,560 in December to 4,417,268 in January, shipments declined from 4,582,135 to 3,981,146, unfilled orders increased from 2,286,406 to 2,645,266 and stocks increased from 9,510,200 to 9,989,596.

Detailed comparative figures on production for January, 1932, and January, 1931, show few striking changes in fiber content. In men's seamless hosiery there was a sharp decrease in output of cotton and wool mixtures from 113,977 in the 1931 month to 82,476 January, 1932.

Production of men's cotton half hose increased from 536,184 to 587,654 and there was an increase in output of rayon and cotton mixtures from 227,162 to 279,463.

In women's full-fashioned hosiery the only sharp change was an increase in production of rayon goods from 32,594 in January, 1931, to 71,978 in January, 1932. In the women's seamless classification there was only a moderate increase in all-silk goods, from 20,590 to 28,192.

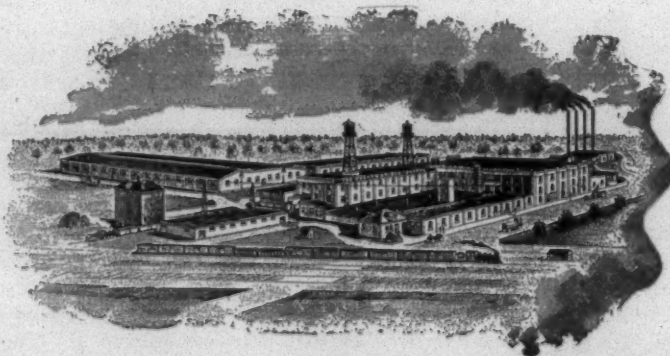
Output of boys', misses' and children's cotton hose was up sharply from 485,759 to 557,742; there was a marked increase, from 78,107 to 106,979 in rayon goods, while rayon and cotton mixtures declined from 162,089 to 132,823.

In the infants' classification there were moderate increases in production of all-cotton goods and rayon and cotton mixtures.

Bale of Cotton, 35c

Scotland Neck, N. C.—Edward Martin and Rudolph White, of Tillery, probably hold the world's record for a low-priced bale of cotton, having received the sum of 25 cents net for one bale which was sold in Norfolk, Va., on February 8. The bale weighed 313 pounds, was sold for \$1.50, but from the gross sale a commission of 50 cents was deducted and the freight amounted to 75 cents, leaving the sum of 25c for the owners. The bale was packed at no charge or there would have been less to divide. In explanation of the low price, it develops that this bale was made up of "pickings" and a pack of fox hounds had slept on them during the past winter. It is not to be expected that a pack of hounds would pass a winter without leaving a few fleas as souvenirs and sure enough, the commission merchant who handled the bale of cotton wrote as follows: "The bale was full of fleas and in attempting to handle it, the local mill had great difficulty in getting any labor that would stay near the cotton on account of flea bites. The expense of killing the fleas amounted to something like eight or ten dollars. This is the only incident we have ever had of this kind, but we are sending the enclosed check to clear our records." Messrs. White and Martin have decided to deposit their net sales in some strong bank at compound interest and see how money can grow.

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PERSONAL NEWS

Early Hammond, son of W. E. Hammond, superintendent of the Balfour Mills, Balfour, N. C., and Miss Jessie Ross were married in Greenville, S. C., on March 10.

W. H. Ruffin has been elected secretary and treasurer of the Erwin Mills Company, West Durham, N. C. He has been with the company for ten years and has been assistant secretary and treasurer for some years past.

John Sprunt Hill, of Durham, has been elected first vice-president of the Erwin Cotton Mills Company, of that place.

T. L. Johnston, president of the Peoples National Bank of Rock Hill, S. C., who has been acting as president of the Arcade Cotton Mills since the death of Alex Long, has been formally elected to that office.

A. M. Browning, of Hillsboro, N. C., has been appointed to the Southern sales staff of John Campbell Company, well known dyestuff manufacturer of New York. He will make headquarters at Hillsboro and handle the North Carolina and Virginia territory.

Word Thoron has resigned as treasurer of the Merrimack Manufacturing Company, of Lowell, Mass., and Huntsville, Ala. He had served in that capacity for 14 years and is one of the best known mill men in New England. He will be succeeded by Herbert Lyman, who resigned as treasurer of the mills before Mr. Thoron took office in 1918.



KEMP P. LEWIS

Kemp P. Lewis was elected treasurer of the Erwin Cotton Mills Company, one of the most important textile companies in the South, with plants at Durham, Erwin and Cooleemee. He succeeds the late W. A. Erwin, founder of the mills. Mr. Lewis has been connected with the Erwin Mills for the past 30 years, having served in various official capacities. He was elected secretary and treasurer in 1927 and for the past two years has been in charge of the company. He is president of the Cotton Manufacturers' Association of North Carolina and was last week re-elected president of the General Alumni Association of the University of North Carolina.

S. O. Thorne, manager of the Charlotte office of the Grinnell Company, has returned to his duties after having been ill at his home for some weeks.

Fred O. Brooks has resigned as manager of the Atlanta office of the Saco-Lowell Shops. He has been succeeded by John L. Graves, of the Charlotte office. Mr. Graves was formerly connected with the Atlanta office, but from 1920 to 1928 was manager of the Greenville office. Since that time he has been with the Southern headquarters of Saco-Lowell at Charlotte.

OBITUARY

A. B. BRANNON

Rockingham, N. C.—A. B. Brannon, general superintendent of the Entwistle Manufacturing Company, died last Friday morning at a hospital in Charlotte, where he had been undergoing treatment for some time. He was 58 years old and one of the best known textile men in this section.

Funeral services were conducted here. Mr. Brannon is survived by his wife and five children.

A. J. MAUNEY

Belmont, N. C.—A. J. Mauney, retired mill superintendent, died at his home here on Tuesday following an acute heart attack. He was 70 years of age and is survived by his wife and six children. Mr. Mauney was one of the pioneer mill men of this section. He served for a number of years as superintendent of the Tuckasegee Mills, Mount Holly, and the Majestic Mills, Belmont, having retired from active work a few years ago.

Master Mechanic Builds and Flies Own Plane

B. W. Thompson, master mechanic at the China Grove Cotton Mills, China Grove, N. C., has the distinction of being the first mill engineer in the South to build and fly his own airplane.

Mr. Thompson recently completed construction of a small monoplane and successfully demonstrated the flying qualities of the ship in an exhibition at the Salisbury airport.

The plane was built from raw materials largely from North Carolina. The fabric was woven in a North Carolina cotton mill and the threads and cords made at Shelby. Mr. Thompson spent eight months, working in his spare time only, in constructing the plane. He purchased the plans from a well known aircraft corporation. The only parts bought complete were the motor and the propeller.

The plane is a Heath monoplane with a Heath B-4 30-horsepower motor.

With the throttle half open the plane took off in less than a 100 feet and climbed with remarkable stability in climbing turns and steep banks. Several experienced pilots have flown the plane, including Dwight Cross, 200-pound pilot of Huntersville, and they all say it is remarkably stable. This is the first plane of this type to take to the air at half throttle; therefore goes to Mr. Thompson the record of having built the first Heath to take off at half throttle.

The plane weighs 340 pounds without gasoline or oil, and has a top speed of 90 miles per hour, cruises at 75 and lands within a hundred feet circle at 20 miles per hour. It has a 25-foot wing spread, a length of 13 feet and an overall height of 5 feet 3 inches. The little

ship is certainly a beautiful job. The gasoline capacity is 5 gallons, sufficient for a 200-mile flight.

The plane was constructed and ready to fly in eight months, spare time. Total cost of material was \$300.00 and the motor and propeller \$325.00. Thompson estimates the little ship to be worth \$1,400.00 complete and test flown. His twelve years old son, Howard Thompson, helped untiringly throughout the entire construction period, and is as interested in the plane's success as his father.

Textile-Finishing Machinery Co.

Through error in the issue of March 10, the address of the Textile-Finishing Machinery Company was incorrectly given as Philadelphia instead of Providence, R. I. The company is one of the best known in the textile machinery field and the correction in the address is made to avoid any confusion that might have been caused by the error.

Rayon Wet Strength Tests Described

Methods for conditioning rayon fabrics for wet tensile strength were discussed by Alexis Sommaripa, of the du Pont Rayon Company, at the meeting of the rayon subcommittee of Committee D-13, American Society for Testing Materials, in Providence last week. Mr. Sommaripa is chairman of the rayon fabrics division of the sub-committee.

He said in part, in discussing investigation by his committee of methods used:

"Three factors had to be studied in detail: First, what is the proper minimum time necessary to submerge a fabric in order to have it saturated. It is generally considered that two minutes is sufficient. Our investigation indicates that there is not enough difference in the breaking strength between a fabric submerged for two, five or ten minutes to make a period longer than two minutes necessary. However, it is of course essential to have a fabric completely saturated and observations must be made that such is the case. If a fabric has considerable sizing it is possible that it will not be saturated in two minutes. But it is also likely that it will not be saturated under these conditions in a longer period. It is recommended that the wet strength test is considered as having the fabric actually wet. In other words, if sizing materials prevent the complete wetting that this should be clearly explained in the test or that the sizing materials should be removed."

"Second, the question of shrinkage of fabrics was thoroughly investigated. It appears that rayon fabrics such as taffetas and particularly rayon crepes show a definite shrinkage ranging from 2 to 20 per cent when submitted to wetting even for two minutes. Such shrinkage distorts the results of the test as the more the fabrics shrinks the greater its number of ends and picks becomes, and the stronger it appears. It is recommended that a wet strength should be stated in figures which make an allowance for the shrinkage of the fabric."

Hosiery Mills Bid for Marine Corps Order

Philadelphia.—Bids to supply the Quartermaster Depot, Marine Corps, with 36,000 pairs of cotton socks were opened here. The following proposals were received: Ellis Hosiery So.; bidding on four samples; 6c, 5.7c, 5.4c and 5c, 1 per cent; Batavia Mills, 6.1c and 5.48c on sample, net; Durham Hosiery Mills, 5.98c; net; Durbin-Mellon Hosiery Co., 6.9c, 1 per cent.

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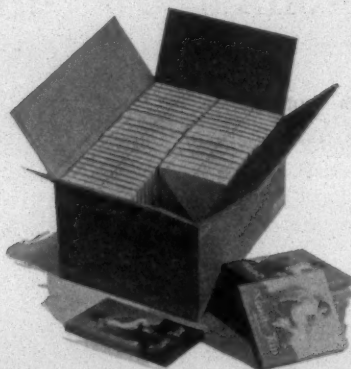
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BY T. R. HART

North Carolina State College.

FOR several years the Cotton-Textile Institute, the Bureau of Agricultural Economics of the United States Department of Agriculture, and other organizations interested in the textile industry, have spent considerable time and money in their efforts to develop new uses for cotton. As a result of these efforts we are today using longer sheets; growers are shipping fruit, potatoes and onions in visible cotton bags developed by the Bureau of Agricultural Economics in co-operation with the Textile School at State College; ginner, in some instances, are using cotton bagging instead of jute, and many firms have begun the use of cotton stationery.

Many other new uses of cotton might be enumerated. In this article, however, attention is directed to a few types of cotton fabrics which, judging by comments heard during a period of several years, would prove popular with women for spring and summer wear if they were placed on the market in attractive colors and prominently displayed by merchants.

For the past four years the Textile School of North Carolina State College has conducted style shows in co-operation with the Home Economics Departments of North Carolina colleges for women for the purpose of aiding in popularizing cotton fabrics. Starting in 1928, with sixteen Meredith College girls participating, this annual event has grown rapidly and large numbers of people now look forward to it.

ANOTHER STYLE SHOW

At the next style show, to be held in Raleigh on April 15, seventy-eight young ladies representing Catawba, Louisburg, Meredith, Peace and Queens-Chicora Colleges will participate. Thus, during a five-year period over two hundred college girls will have demonstrated the utility and beauty of cotton and rayon fabrics to several thousand people who have attended the shows and to hundreds of others in a number of States.

These shows have given the Textile students an opportunity to study the kind of fabrics which women want. The types which have appealed to a large percentage of these college girls have caused the writer to wonder whether or not manufacturers are not overlooking an opportunity to increase the consumption of cotton.

The Textile School of State College probably does more fancy weaving than any other textile school in the South and each year it sends to the Home Economics Department of each co-operating girls' college samples of fabrics which have been woven by the textile students, so that each girl who intends to enter the style show may choose the fabric she desires for her costume. These fabrics consist of cotton dress goods in stripes, checks and fancy patterns, fancy rayon and cotton combinations, and also a line of heavier fabrics for suitings, coats and sports wear.

HEAVY COTTON GOODS

It is these heavier goods that deserve especial attention. They are made from coarse cotton yarns and contain about forty ends to the inch. Such fabrics can be manufactured cheaply as a high grade of cotton is not required for coarse cotton yarns. Simple weaves, color

effects, fancy dobby designs, and figured double plain weaves are used in their construction.

Each year fabrics of the heavier type have increased in popularity. This year, forty-one of the seventy-eight young ladies who will participate in the style show have chosen fabrics of the type just described, and they are making a number of beautiful sport suits and coats from them.

The judges of the style shows previously conducted have been Home Economics teachers, stylists and buyers for department stores and clothing specialists. The cotton suitings have been attractive not only to college girls, but also to these experienced judges of style and beauty, as proven by the fact that each year young ladies who chose cotton imitations of woolen suitings from which to make their garments have won the majority of the prizes awarded to the contestants.

It is significant that for three years out of four, the winner of the grand prize has made her costume from a cotton suiting.

In view of the fact that cotton goods of the type mentioned above have proven attractive to college girls, mature ladies, buyers and stylists, one feels justified in again asking the question, "Is there a field for cotton in suitings and sports wear for women?"

Cotton Consumption Shows Slight Gain

Washington.—Cotton consumed during February was reported by the Census Bureau to have totalled 450,018 bales of lint and 52,764 of linters, compared with 435,337 of lint and 50,241 of linters in January this year and 433,736 of lint and 53,687 of linters in February last year.

Cotton on hand February 29 was reported held as follows:

In consuming establishments, 1,633,380 bales of lint and 281,289 of linters, compared with 1,637,139 and 262,226 on January 31 this year and 1,550,351 and 273,573 on February 28 last year.

In public storage and at compresses, 9,510,690 bales of lint and 52,969 of linters, compared with 10,032,322 and 51,404 on January 31 this year and 7,313,912 and 92,046 on February 28 last year.

Imports for February totalled 9,244 bales, compared with 12,718 for January and 11,165 in February last year.

Exports totalled 970,419 bales of lint and 10,223 of linters, compared with 919,338 and 13,471 in January this year and 432,980 and 8,157 in February last year.

Cotton spindles active during February numbered 25,189,748 compared with 25,013,750 in January this year and 25,980,034 in February last year.

Statistics for cotton-growing States included:

Cotton consumed during February, 365,075 bales, compared with 358,527 in January this year and 341,439 in February last year.

Cotton on hand February 29 was held as follows:

In consuming establishments, 1,305,612 bales, compared with 1,303,585 on January 31 this year, and 1,155,589 on February 28 last year.

In public storage and at compresses, 9,093,045 bales, compared with 9,621,620 on January 31 this year and 6,913,013 on February 28 last year.

Cotton spindles active during February numbered 17,008,576 compared with 16,910,894 in January this year and 17,018,704 in February last year.



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"I've used DIAMOND FINISH Rings for years on my spinning frames and twisters and I KNOW how they perform. I know other mills which have run these rings ten years and more on one flange. I don't care whether they're welded or rolled or stamped or what—the fact that they PERFORM IN SERVICE is what counts with me. As long as the DIAMOND FINISH Ring people stick to their standard, I'll stick to them!"

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SOUTHERN TEXTILE BULLETIN

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Relation of Sales to Production

Beginning with 1926 the Association of Cotton Textile Merchants of New York have made monthly and yearly reports of the production and sales of cotton goods by the mills which they represent.

The following is a comparison of their yearly statistics:

(In Thousands of Yards)

	Production	Sales	Relation of Sales to Production
1926	2,628,293	2,713,401	103.3
1927	3,334,232	3,302,466	99.1
1928	3,563,235	3,590,235	100.8
1929	3,527,382	3,430,268	97.0
1930	2,819,723	2,774,712	98.4
1931	2,874,432	2,891,229	103.8

The above statistics show that in 1926 and 1928 sales exceeded production and records show that better prices resulted.

They show that in 1927, 1929 and 1930 production exceeded sales and each of these years was followed by lower prices.

A significant feature of the above statistics is that the production of cotton goods by the mills represented by the Association of Cotton Textile Merchants of New York produced during 1931 approximately 800,000,000 yards of cotton goods less than in 1927, 1928 or 1929.

There was undoubtedly overproduction in those years but even with the reduced buying power of this country it appears to us that the production of 1931 must have been less than the actual consumption and a healthy condition must now prevail.

Stocks of Goods At Low Point

The report of the Cotton-Textile Merchants Association for February shows that stocks of carded cotton goods are the smallest since the compilation of statistics was started in 1928. In addition, both sales and shipments were in excess of production during the month. A decrease of 3.4 per cent in unfilled orders was noted.

The report shows that the statistical position of the mills has been further improved and is taken to mean that they have a better opportunity for making a profit this year than has been the case for a long time.

While sales so far this month has been small, prices have held steady in the face of the light demand. This is unquestionably due to the better position of the mills. The reduction in production of approximately 20 per cent, which was begun by gray goods mills this month, should further strengthen the market position of these goods.

Slower trade in the last two weeks has been due in part to the discussion of the proposed Manufacturers' Sales Tax and the uncertainty as to how it will be handled if it becomes effective.

It is generally believed in the markets that buying will be more active within another week and that mills will be able to take advantage of their improved position. A firm price attitude, coupled with continued regulation of production, should lead to much better business.

Reduced Fertilizer

Secretary Hester of the New Orleans Cotton Exchange estimates the sales of fertilizer for the past seven months as 498,729 tons less than those for the corresponding period last year, and 1,098,592 tons less than season before last. Meantime, the Texas regional agricultural loan office of the Reconstruction Finance Corporation has announced that no crop loans will be made to cotton farmers who do not reduce cotton acreage to 65 per cent of their last season's acreage.

Risked Death to Get Out of Russia

Many of those who visit Russia come back with stories about the prosperity and happiness of the people and say that the Five-Year Plan is an assured success.

Most of those who make such statements have only seen those places and those things which the Soviet Government wished them to see.

An engineer who recently returned told a friend that conditions in most of Russia were

almost unbelievable and that the people were living in a state of abject slavery.

The following press dispatch would seem to justify the statements of the engineer:

Bucharest, Rumania, Feb. 24.—Police reports from the border point of Clanesti today said that 40 Russian peasants were shot dead by Soviet border guards while trying to cross the frozen Dniester river.

Rumanian guards heard rifle fire during the night, they said, and on investigating found a band of 60 Russians trying to cross the ice. They reported that 20 succeeded but several were wounded and taken to Clanesti hospitals. The Rumanian guards quoted the wounded peasants as saying that hunger and privations had driven them to their attempt.

Union Control of English Textile Industry

The following is an interesting press cable from Manchester, England:

Manchester, Eng., March 9.—Cotton mill workers have reached a temporary agreement with their employers in the "more looms per weaver" controversy which has agitated the industry for months.

The arrangement, still to be ratified, permits a weaver to work 48 hours a week on six looms for an average wage of 42 shillings (about \$10.50).

As a compromise the unions have agreed to allow weavers to operate six plain looms whereas they could easily operate ten or twelve.

They have plain looms because the unions have opposed automatic looms.

Paying \$10.50 for operating six looms, \$1.75 per loom per week.

An American weaver getting \$15.00 per week on 36 automatic looms would make the cost 42 cents per loom per week.

As the automatic looms will produce more cloth, it is easy to see where England stands when she must pay \$1.75 per loom per week as against 42 cents in America.

When unions refuse to allow their members to do an honest day's work, they are pointing to the time when the mills will go out of business and there will be no employment for weavers.

In the Cathedrals of Our Universities

Archbishop Streich of the Roman Catholic Church recently said:

The great sin of today is represented by the godlessness that sits in the cathedrals of our universities, and parades under the pageantry of learning and progress.

The above and many similar statements from prominent men show that we are not alone in our charges that all is not well within our universities and colleges.

Those who seek to install communistic and socialistic ideas in the minds of immature students

hide behind a false cry of free speech and are protected by "ultra loyal" alumni who believe that no alumnus should ever admit that anything was ever in the slightest degree wrong at his alma mater.

Now, Let's All Get Down to Work

(Detroit Drug Journal)

Said the little red rooster: "Believe-me, things are tough.

Seems that worms are scarcer, and I cannot find enough;

What's become of all those fat ones is a mystery to me;

There were thousands through that rainy spell—but now where can they be?"

Then the old black hen who heard him, didn't grumble or complain—

She had gone through lots of dry spells, she had lived through floods and rain.

So she flew up on the grindstone, and she gave her claws a whet,

As she said, "I've never seen the time there weren't worms to get."

She picked a new and undug spot; the earth was hard and firm.

The little rooster jeered: "New ground! That's no place for a worm."

The old black hen just spread her feet—she dug both fast and free.

"I must go to the worms," she said; "the worms won't come to me."

The rooster vainly spent his day, through habit, by the ways

Where fat, round worms had passed in squads back in the rainy days.

When nightfall found him supperless, he growled in accents rough:

"I'm hungry as a fowl can be. Conditions sure are tough."

He turned then to the old black hen, and said: "It's worse with you;

For you're not only hungry, but must be tired, too.

I rested while I watched for worms, so I feel fairly perk.

But how are you? Without worms, too, and after all that work?"

The old black hen hopped to her perch and dropped her eyes to sleep

And murmured in a drowsy tone, "Young man, hear this and weep:

I'm full of worms and happy, for I've eaten like a pig;

The worms are there as always—but, boy, I had to dig!"



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MILL NEWS ITEMS

KNOXVILLE, TENN.—The Goodall Manufacturing Company, manufacturers of Palm Beach clothing for men, has now an operating force of 600 and is maintaining a full-time capacity operating schedule.

WINNSBORO, S. C.—The Winnsboro Mills of the United States Rubber Company here, which manufactures tire fabrics, is reported operating on a day and night schedule.

STEVENSON, ALA.—The Stevenson Hosiery Mill has adopted a full-time operating schedule. Seventy-five of the hosiery machines are being operated day and night, it is reported. This plant has been closed down for several months.

ELON COLLEGE, N. C.—Four thousand Monarch twister spindles, which were purchased from the Atwood Machine Company, are now being installed in the United Throwing Company's plant, which is a unit of the Burlington Mills group of Burlington, N. C., approximately six miles distant, according to reports. When all of this equipment has been placed, this plant will maintain 10,000 twister spindles.

RALEIGH, N. C.—The property of the Raleigh Cotton Mills, located on Firwood avenue, near the Seaboard Air Life freight yards, was sold at public auction last Saturday at the court house and was purchased for \$30,000 by C. B. Barbee and Henry T. Hicks.

Idle for several years as the result of the company going out of business, the property consists of the manufacturing plant and homes used by employees.

Equipment of the plant was sold a few years ago during the course of winding up the affairs of the old company.

NEWTON, N. C.—Fred Guerrant of Statesville, well known manufacturer of hosiery, has purchased from the D. M. Ausley estate a controlling interest in the Fidelity Hosiery Mill Company in Newton and will devote his entire time to his new interest, assuming the presidency and management of the concern.

Mr. Guerrant has been giving a part of his time to the management of the Newton mill, dividing time with the Stimpson hosiery mill here. He was formerly manager of the Crescent Knitting Company here. While Mr. Guerrant will center his interests in the Newton enterprise, he will continue his residence in Statesville.

WARE SHOALS, S. C.—The Ware Shoals Manufacturing Company will soon receive bids on the construction of a ten-story warehouse, five stories of which have already been completed, according to reliable information.

A construction program involving around \$250,000 is being completed at Ware Shoals, which included a \$75,000 water refiltration plant and a new print building, the cost of which is reckoned to be more than \$150,000. Sirrine & Co., Greenville, S. C., are the architects in charge of the project. Benjamin D. Riegel of New York City is president of the Ware Shoals Manufacturing Company.

MILL NEWS ITEMS

TUXEDO, N. C.—The Green River Manufacturing Company here, in receivership, is being operated by the receivers, T. M. Watson and W. M. Sherard, specializing in fine combed yarns, from 60s to 100s, natural and mercerized. The receivers stated that they expect to increase production to capacity gradually.

HUNTSVILLE, ALA.—Giving employment to between 250 and 300 people, the Dallas Manufacturing Company placed another section of its textile industry in operation this week. These operatives, it is reported, have been idle or on short time for months past. The hours of employment are five full days a week. The entire plant is in operation, it is understood.

DURHAM, N. C.—Stockholders of the Erwin Cotton Mills Company, meeting here Saturday in special session, elected Kemp P. Lewis president and treasurer of the company. He succeeds the late W. A. Erwin as president.

John Sprunt Hill, of Durham, was elected first vice-president, and J. C. Thorne, of New York, second vice-president. W. H. Ruffin was elected secretary and assistant treasurer.

Mr. Lewis has been with the company for 30 years, serving in various capacities. He has been secretary and treasurer for the last five years. He is president of the North Carolina Cotton Manufacturers' Association. Mr. Ruffin has been with the company for ten years.

WARE SHOALS, S. C.—Four print machines are now being installed in the building recently completed for the Ware Shoals Manufacturing Company, it was announced by mill officials. The building was constructed by Fiske-Carter Company, of Greenville, and the equipment will be in place as soon as possible.

The cutting-up division of the Ware Shoals Manufacturing Company is now employing approximately 500 persons in the manufacture of shirts, underclothing, handkerchiefs and other articles. Approximately 2,000 persons are employed in the various branches of the mill.

The cutting-up plant has been so busy that much material has been purchased from other mills, Greenville mills, along with others, supplying this demand. The completion of the present building will afford much more room and will permit increased output.

West Point Co. Passes First Dividend in Years

Boston.—Although the West Point Manufacturing Company is reported to have made a profit since the close of the books on October 31 last, directors at their meeting passed the quarterly dividend in order to conserve the quick asset position. The omission is the first in more than forty years.

In December the company paid \$1 per share, reducing the annual rate from \$6 to \$4 per share. In June of last year the rate had been lowered from \$8.

The company reports a rather mixed condition in its lines with towel sales fairly active, but subnormal conditions existing in the demand for coarse goods.

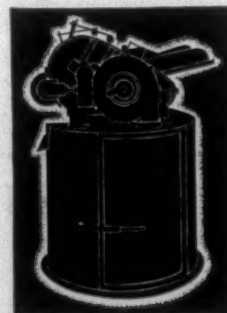


LOOK OUT for the *Guy with the knife!*

He may be kind to his mother, but he is harder than nails when cleaning up roving bobbins. Even roving waste shrieks when it sees him approach.

When Leward Cotton Mills, Inc., of Worthville, N. C., just couldn't stand it any longer to see poor little, knifed bobbins, it installed a Termaco to clean 67,656 bobbins daily. The mill now gets the cleaning done for \$5.94 a week, with no cut waste, and all roving waste ready to mix with raw stock as it comes from the Termaco.

Don't take our prejudiced word for all this, but write us for copy of "Termaco Facts"—a loose-leaf book of reports by large and small mills, showing what money-saving results Termaco Roving Bobbin Cleaners have accomplished for them. The book is as free as the weather . . . but to textile executives only.



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Saco-Lowell Loss is Smaller

Boston.—With the sales volume for the year 31 per cent of full capacity and both physical and dollar volume of sales the lowest since 1914, Saco-Lowell Shops show a loss of only \$485,951 for the past year, according to President David F. Edwards' report, made at the annual meeting.

"In spite of the catastrophic conditions prevailing in our industry the company closed the year with a very strong balance of cash and cash items amounting to \$2,028,277.98," declared President Edwards. "The receivables (\$1,138,915.46) and the inventory (\$839,099) reflect the abnormally low volume of business. Close control of the items in these two accounts, making them quickly responsive to the decline in sales volume, coupled with drastic economies with respect to all operating expenditures, have enabled the company to build up its strong cash position. Further substantial economies in operating expenditures will begin to be realized during the latter part of the current year, after the consolidation now in progress is completed and the full advantage of it is felt in the company's operations."

The \$485,951 loss compares with a total of \$890,340 in 1930 and includes the following charges against income: for interest, \$259,888.32; depreciation, \$291,251.41; carrying charges on plants rendered idle by consolidation, \$56,422.52; total, \$607,562.25. The total of these charges exceeds the loss for the year by \$121,610.77, which was the amount earned before charging income with interest, depreciation and idle plant expense. The 1930 deficit of \$890,340 included depreciation, \$290,426; carrying charges on idle plants, \$70,645; interest, \$275,153, and manufacturing and selling loss, \$254,116.

"Hundreds of mills today are feeling acutely their need for new and better machinery," said Mr. Edwards in discussing the business situation. "The normal replacement buying has been held back and suppressed for seven years or more. Many of our customers tell us they are thoroughly convinced of their urgent need for new machinery and they intend to buy it soon. Nevertheless, it is clear that there can be no revival of new equipment buying in substantial volume until at least a considerable number of the cotton mills of the country recover some moderate earning power. At present there is no sound basis on which to predict when that recovery of earning power will be realized. Meanwhile the buying of new machinery will continue to be in very limited volume."

"Cotton spindles in place in the United States reached their peak in July of 1925 when they totalled nearly 38,000,000. Today this peak figure has been reduced to

about 32,000,000, a reduction of approximately 6,000,000 spindles, or nearly 16 per cent. Of this peak spindleage, therefore, about 84 per cent still remains in place. And now we come to a very significant and striking fact in connection with this situation. Even under the abnormal and depressed conditions which prevailed during the past year the demand for cotton products was large enough to keep the spindleage in place operating at more than 80 per cent of single-shift capacity, calculated in terms of spindle hours by the United States Census Bureau. In 1929 the corresponding figure was about 105 per cent of single-shift capacity, with somewhat larger number of spindles in place.

"More than half the spindleage in place today is obsolete in design and much of it is largely worn out and in urgent need of replacement. With even a moderate improvement in general business it would seem that the industry would require permanent plant capacity of from 25,000,000 to 30,000,000 spindles in place to supply the demand for cotton products, which up to 1929 was slowly and steadily increasing. Under normal conditions the proper maintenance and replacement of a machinery capacity of even 25,000,000 spindles (which is 7,000,000 spindles less than the number now in place and a reduction of one-third from the peak spindleage of 1925) would provide a sufficient and sustained volume of business to the three companies remaining in our field."

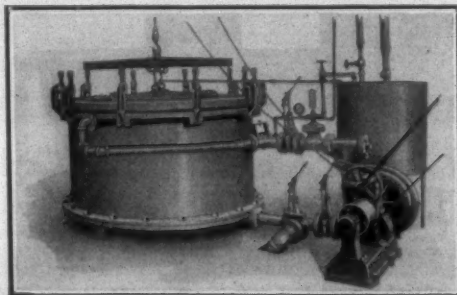
"The hammering down of our sales volume to prewar levels has made it absolutely necessary to devise and enforce the most drastic operating economies and to consolidate further the company's manufacturing operations in order to realize the fullest measure of economy. In December, after thorough consideration of the plans and recommendations submitted by the management, the directors voted unanimously to consolidate operations of the plant in Newton Upper Falls into Biddeford and Saco, Maine."

Sulphonated Oil Manufacturers Meet

Material progress was made at a recent meeting of the Sulphonated Oil Manufacturers' Association in the furtherance of its program of constructive activities designed to improve industry conditions.

In order to focus the attention of the manufacturers of sulphonated oils on the desirability of placing their relationships with each other and with the consumers on the highest ethical plane, a Code of Business Practices, which had been drafted by a committee appointed at the preceding meeting, was thoroughly discussed and tentatively

Morton's Combination Raw Stock and Package Dyeing Machine



We offer to the textile trade, The Morton Improved Double Circulating Raw Stock Dyeing Machine, equipped with Package Holders to dye any quantity of packages desired.

This combination machine enables you to do a complete line of Raw Stock Dyeing and Package Dyeing, eliminating the cost of one machine.

Manufactured by

MORTON MACHINE WORKS

Columbus, Ga.

Representative: Carolina Specialty Co., Charlotte, N. C.

approved. The code will come up for formal adoption at the next meeting.

The Committee on Testing and Grading Methods reported progress and the chairman stated he hoped to submit a complete report to the next meeting for discussion and ratification.

It is the belief of many in the industry that current knowledge as to the volume of production, sales and stocks on hand is essential to any stabilization plan in order that facts as to conditions and trends may be substituted for heresay and guesswork. A committee was named at this meeting to develop a statistical reporting plan for the collection of monthly or quarterly statistics, to be gathered and disseminated either by the secretary or through the Census Bureau at Washington. This subject will be further considered at the April meeting.

It was also suggested at the meeting that a survey of cost accounting methods might prove to be of great benefit and value to the industry, and a committee was appointed to give the subject further study and report at a subsequent meeting.

It is the general feeling of the Association members that, although the organization is only three months old and has held but two meetings, the groundwork is being laid on which a structure of service to both the sulphonated oil manufacturers and their customers can be erected.

Constantine Meets With Mill Men

About 45 knitters from the Chattanooga section met last week with Earl Constantine, newly-elected director of the National Association of Hosiery and Underwear Manufacturers. The meeting was held at the Read House in Chattanooga, Mr. Constantine outlining the value of the Association's work to the knitting industry.

Explanation of Manufacturers' Sales Tax

(Continued from Page 11)

* * *

"Interest on credits and refunds is prohibited."

* * *

"No manufacturer or dealer should be permitted to recover an overpayment which in fact has been borne by the purchasers."

* * *

"Registered dealers will be restricted to those supplying articles for further manufacture to licensed manufacturers, and it is believed that a fee of \$100 is justified for this registration."

* * *

"A producer exempt from licensing and who may take advantage of the law to add to his selling price an amount which he represents to be a tax imposed by this title on his sale, will be liable to tax on such sales."

* * *

"If contracts with buyers made prior to March 1 do not permit an increase in the price of the articles to be sold, the purchaser shall be liable for the tax."

* * *

"When a manufacturer sells at a tax included price, his gross receipts will not reflect his true gross income, and in such cases he is permitted to deduct the amount included in gross income which represents the tax."

* * *

"No one processing or manipulating an article, no matter how slightly, will escape classification as a manufacturer or producer."

ITS THE EDGE

—That Prevents Fly Waste
and Split Ends

The swirling of the end in passing through the traveler produces smooth even yarn.

This in turn reduces the fly waste to a minimum in the Spinning and Twisting of Cotton, Wool, Worsted, and Asbestos, also reduces the number of split ends in the throwing of Real and Artificial Silks.

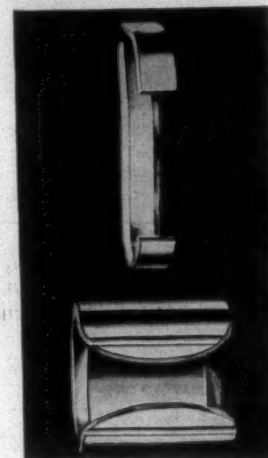
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"Sec. 616. Regulation. The Commissioner, with the approval of the Secretary, shall by regulation require those liable to pay the taxes imposed by this title to list and bill the said taxes as separate items on all invoices, bills, statements or like evidences of sale or transfers of title, and not as a part of or included in the selling price of the said article taxed, and he shall prescribe and publish such other and further regulations as he may deem necessary for the enforcement of this title."

"Time is of the essence in communicating with your representatives. It is planned to pass the bill at an early date and we accordingly suggest that you act immediately, preferably by telegraph, in communicating with the Congressman representing your district and the two Senators from your State."

Textile Fraternity to Blowing Rock

Announcement has been made that the annual national convention of Phi Psi Fraternity, which is the largest textile fraternity, will be held at Blowing Rock, N. C., on Friday, Saturday and Sunday, May 13th (14th and 15th). Headquarters will be at the Green Park Hotel.

Arthur R. Thompson, Jr., superintendent, North Carolina Finishing Company, Yadkin, N. C., near Salisbury, is grand president of the organization, which has approximately 1,500 members in the textile industry, including active members in chapters in eight textile schools and alumni and honorary members in various branches of the textile manufacturing and allied industries throughout the country. The active chapters are: Alpha, Philadelphia Textile School, Philadelphia; Beta, New Bedford (Mass.) Textile School; Gamma, Lowell (Mass.) Textile Institute; Delta, Bradford Durfee Textile School, Fall River; Eta, North Carolina State College, Raleigh; Theta, Georgia School of Technology, Atlanta; Iota, Clemson College, S. C.; and Zeta, Texas Technological School, Lubbock, Texas.

Delegates from all of these active school chapters will attend the meeting, and a large number of alumni and honorary members from various parts of the country will also be present.

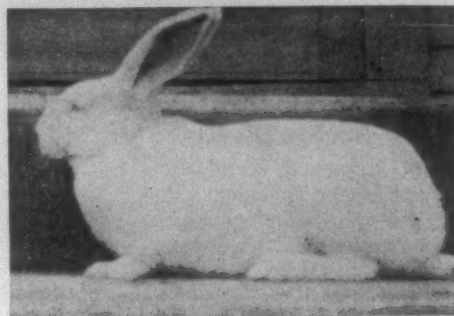
J. V. Killheffer, of E. I. du Pont de Nemours & Co., Charlotte, is general chairman of the program for the meeting. Parker H. DelPlaine, of Rohm & Hass, Charlotte, and J. W. Ivey, of Mathieson Alkali Works, Inc., Charlotte, will be in charge of transportation; and F. W. Warrington, of W. A. Kennedy & Co., Charlotte, is chairman of the entertainment committee. Aug. W. Smith, Jr., Brandon Mills, Greenville, S. C., who is grand secretary of the national organization, and William G. Blair, are in charge of registration. Housing will be handled by Grand President Thompson and Otis P. Mills.

The convention will open with an informal session for registration on Friday evening, May 13th. On Saturday morning, May 14th, the general and executive sessions will be held, with a golf tournament and other entertainment arranged for Saturday afternoon. The annual banquet will be held on Saturday evening, with special entertainment and addresses by prominent members. Sunday, May 15th, will be devoted to sight-seeing, etc.

In addition to a representative attendance of Southern members, groups of alumni and honorary members from the textile districts of New York City, Philadelphia, Boston, Fall River and Providence, where active alumni chapters are located, are expected to attend.

Details of the program will be announced later. Information concerning railroad schedules, etc., may be secured from Parker H. DelPlaine, Independence Building, Charlotte, N. C.

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Viscose Licenses New Rayon Fabrics

New rayon fabrics are being licensed under the Viscose Company's quality control plan from week to week as they pass the tests applied by the Better Fabrics Testing Bureau to insure that they meet with the standards set up for the plan.

The latest licensee to be added to the list is the Henry Friedman Company. This firm has obtained a quality control license for Nub-O-Mesh, a new rayon mesh fabric.

Two additional fabrics offered by C. G. Aschmann & Co., who have had quantity control rayon flat crepes in their line for some time, have just been added to the list of approved quality control fabrics. These are Tiviatic and Serunac, two rough weave crepes of the roshanara type.

I. M. Friedman is another licensee whose line of tested quality fabrics has been enlarged within the past few days. His Taffa-Tex is his latest quality control fabric. This is an all-rayon taffeta.

More du Pont Co. Plants Resume Eight-Hour Shifts

Old Hickory, Tenn.—The du Pont Rayon and Cellophane plants here have resumed eight-hour shifts. The operatives have previously been working four shifts of six hours daily, but are now working three shifts of eight hours. This change has given more hours to a fractionally reduced number of operatives. The plants were operated last year upon a six-day eight-hour basis.

MAY REDUCE CHARGES NOW BEING MADE FOR RENT

It is understood locally that the du Pont Company, in view of the fact of the recent adjustment of wages, is planning to make a rent adjustment on some of the operator type houses to partly offset this reduction which is considerably smaller than the wage adjustments made by other large companies.

The return to eight-hour shifts in the plant is generally acceptable to the personnel. The shift changes will be 8 a. m., 4 p. m. and 12 mid-night.

As yet the company has not made any official announcement relative to the change in the charges that are now being paid for rental of the houses.

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Favorable Factors Affecting Cotton

Cotton has shown noteworthy strength since the beginning of the year, in contrast to the general weakness which has developed in the prices of most other important raw materials. Both spots and future contracts have recorded advances averaging about 2 cents a pound as compared with the extreme lows last fall. This substantial rise has been due in part to improved demand and in part to prospects of material reduction in the size of the next crop.

The increase in demand for cotton during recent months has come largely from foreign sources, as is indicated by the fact that exports so far this season have totalled more than 6,000,000 bales, which is 18 per cent more than in the corresponding period a year earlier. This expansion in export trade has resulted from a number of developments which have affected the world cotton situation; a decrease in the cotton production of other countries, including India, the relatively low price of American cotton resulting from the enormous domestic crop, a marked increase in demand from Japan and other Asiatic countries and increased sales to England.

The war in the Far East has had an especially important effect upon the demand for American cotton. Japan has for many years been one of the three chief countries of destination for American cotton, as it has been used to a very large extent in the Japanese textile industry. Cotton is also an important material in the manufacture of explosives and other war munitions. Consequently, it is natural that the Japanese should make substantial purchases of cotton at the present time in order to care for increased consumptive needs and to preclude any danger of a shortage which might develop if other nations should attempt to apply the coercion of an economic boycott. In so far as there has been a tendency to anticipate future requirements, there may be a considerable curtailment of these purchases whenever hostilities cease.

Prospects continue to favor a substantial reduction in the next American cotton crop. It is true the efforts to enforce a drastic curtailment of planting by law have not proved very successful, but it is probable that the relatively low price and the wide attention which has been given to the danger of overproduction will result in an average decline in acreage amounting to at least 10 per cent. Yield is also expected to be reduced as a result of the warm winter, which has increased greatly the propagation of the boll weevil, and the lack of proper fertilization for the third successive year. The interaction of these various factors might cause a drop of as much as 25 per cent in the size of the crop, which would bring new supplies about in line with current demand. Any future rise in the price is not likely to be very sharp, however, as a record-breaking carryover still overhangs the market.—*New York Journal of Commerce.*

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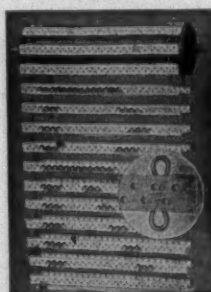
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COTTON GOODS

New York.—There was no improvement in the volume of cotton goods sales during the week. Demand was generally light and all divisions of the market were reported quiet. It was generally agreed that discussion of the sales tax legislation now pending in Congress was one of the reasons for the slow market.

The report of the Cotton Textile Merchants Association for February showing that stocks of goods on which these reports are based were the smallest since 1928 was received with much interest. The low state of stocks coupled with the shorter week by gray goods mills is expected to further strengthen the statistical status of the mills.

Prices on gray goods generally held firm in first hands, although offerings at concessions by second hands showed an increase.

Wide print cloth prices at the end of the week were about unchanged, with spot 39-inch 4-yard 80 squares held at 5½ cents, April and forward offered at 5½ cents. For 38½-inch 5.35-yard 64x60s, the market was considered 3⅞ cents for March, although a few sold at 3 13-16 cents. For April and forward, 4 cents generally was asked.

Carded broadcloths were not consistently strong. Sales of 36½-inch 5-yard 80x60s were made during the week at 4¼ cents in second hands and at 4 5-16 cents in first hands, but at the close it was said 4⅜ cents was the lowest acceptable in first hands.

Fancy goods mills, while doing a fair business still on certain summer dress types, were also working upon fall dress goods lines, and a few mentioned contracts involving fairly large amounts. Staple sheer cottons were generally quiet, with the exception of voiles, which were said to have been taken in substantial quantities at firm prices. Rayon cloths generally were quiet, although occasional movement of some types of crepes for quick delivery was heard of.

Cotton goods prices were as follows:

Print cloths, 28-in., 64x60s	3
Print cloths, 27-in., 64x60s	2⅞
Gray goods, 38½-in., 64x60s	4
Gray goods, 39-in., 68x72s	4½
Gray goods, 39-in., 80x80s	5¼
Brown sheetings, 3-yard	5¼
Brown sheetings, 4-yard, 56x60s	4⅝
Tickings, 8-ounce	12
Denims	9½
Dress gingham	10½12
Standard prints	6¼
Staple gingham	6½

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YARN MARKET

Philadelphia, Pa.—The yarn markets were generally quiet during the week. Sales through the first half of this month have shown no improvement over the volume done in February and are less than business handled in January. Seasonal demand has been very slow to develop. The best demand during the week was from the knitters who bought in fair quantities. A good volume of small orders was noted and a few larger contracts were placed.

A tendency toward price weakness was noted before the week ended although spinners' quotations were generally unchanged. Higher prices named by the mercerizers were accepted as a constructive step, but sales have not shown more than a nominal improvement. Prices on combed yarns were generally higher but market reports here indicated that sales were made in this market at less than spinners' quotations.

As the cost of cotton has advanced approximately 1½ cents a pound since carded yarn rates reached their present level, many weeks ago, it has gradually become a more pressing necessity for sale yarn spinners either to get better prices, or reduce their operations still further. The stronger stand taken by the mercerizers had the effect of stiffening the resistance of all sellers and spinners of yarn.

During the last week it has been demonstrated again that those yarn producers who are best provided with bookings to cover their production schedules through the next month or two are holding their asking prices substantially higher than the quotations carried in the published lists. In recent weeks, they have seen considerable new business go elsewhere, but their position in this respect remains unchanged.

Added to this influence for firmer prices is the fact that even where spinners are compelled, in order to maintain present part-time operations, to continue to make profitless sales, they are trying to confine such orders to the near deliveries, so as to be free to adjust their prices upward at the first real opportunity.

Southern Single Warps		40s	25
10s	13	40s ex.	28
12s	13½	50s	32
14s	14	60s	36
16s	14½	Duck Yarns, 3, 4 and 5-ply	
20s	15	8s	13
26s	18	10s	13½
30s	19	12s	14
Southern Two-Ply Chain Warps		16s	15
8s	12½	20s	16
10s	13	Carpet Yarns	
12s	13½	Tinged Carpet, 8s, 3 and	
16s	15	4-ply	11½
20s	15½	Colored Strips, 8s, 3 and	
24s	17½	6-ply	14
30s	19½	White Carpet, 8s, 3 and	
36s	25	4-ply	12½
40s	26	Part Waste Insulating Yarn	
40s ex.	28½	8s, 1-ply	11
Southern Single Skeins		8s, 2, 3 and 4-ply	11
8s	12½	10s, 1-ply and 3-ply	12½
10s	13	12s, 2-ply	13
12s	13½	16s, 2-ply	14
14s	14	20s, 2-ply	14½
16s	14½	26s, 2-ply	17
20s	15	30s, 2-ply	18½
26s	18	Southern Frame Cones	
30s	19	8s	13
30s ex.	20½	10s	13
Southern Two-Ply Skeins		12s	13½
8s	12½	14s	14
10s	13	16s	14½
12s	13½	18s	15
14s	14	20s	15½
16s	14½	22s	16½
20s	15½	24s	17½
24s	17½	26s	18½
26s	18½	28s	19
30s	19½	30s	19
		30s	18½

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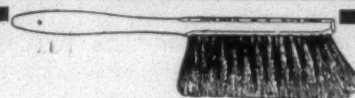


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DRAPEL CORPORATION, Hopedale, Mass. Sou. Rep.: E. N. Darrin, Vice-Pres.; Sou. Offices and Warehouse, 20 Forsyth St., S.W., Atlanta, Ga.; W. M. Mitchell; Spartanburg, S. C.; Clare H. Draper, Jr.

DU PONT RAYON CO., 2 Park Ave., New York City. Sou. Plants: Old Hickory, Tenn. A. Kunsman, Mgr.; Richmond, Va. W. Shackelford, Mgr. Sou. Reps.: F. H. Coker, Dist. Sales Mgr., 611 Johnston Bldg., Charlotte, N. C.; F. F. Hubach, Dist. Sales Mgr., 609 Provident Bldg., Chattanooga, Tenn.

DU PONT DE NEMOURS & CO., E. I., Wilmington, Del. Sou. Office, 302 W. First St., Charlotte, N. C.; John L. Dabbs, Mgr. Sou. Warehouse: 302 W. First St., Charlotte, N. C.; Wm. P. Crayton, Mgr. Sou. Reps.: D. C. Newman, L. E. Green, H. B. Constable, Charlotte Office; J. D. Sandridge, 1021 Jefferson St. Bldg., Greensboro, N. C.; B. R. Dabbs, 715 Provident Bldg., Chattanooga, Tenn.; W. R. Ivey, 111 Mills Ave., Greenville, S. C.; J. M. Howard, 135 S. Spring St., Concord, N. C.; W. F. Crayton, Ralston Hotel, Columbus, Ga.; J. A. Franklin, Augusta, Ga.; R. M. Covington, 715 Provident Bldg., Chattanooga, Tenn.

EATON, PAUL B., 218 Johnston Bldg., Charlotte, N. C.

ECLIPSE TEXTILE DEVICES, Elmira, N. Y. Sou. Reps.: Eclipse Textile Devices Co., care Pelham Mills, Pelham, S. C.; Eclipse Textile Devices Co., care Bladenboro Cotton Co., Bladenboro, N. C.

EMMONS LOOM HARNESS CO., Lawrence, Mass. Sou. Rep.: George P. Bahan, P. O. Box 581, Charlotte, N. C.

FIDELITY MACHINE CO., 3908 Franklin Ave., Philadelphia, Pa. Sou. Rep.: E. A. Cordin, Philadelphia Office.

FIRTH-SMITH CO., 161 Devonshire St., Boston, Mass. Southern Rep., Wm. B. Walker, Jaloug, N. C.

FORD CO., J. B., Wyandotte, Mich. Sou. Reps.: J. B. Ford Sales Co., 1147 Hurt Bldg., Atlanta, Ga.; J. B. Ford Sales Co., 1915 Inter-Southern Life Bldg., Louisville, Ky.; J. B. Ford Sales Co., 1405 Whitney Bldg., New Orleans, La. Warehouses in all principal Southern cities.

FRANKLIN PROCESS CO., Providence, R. I. Southern Franklin Process Co., Greenville, S. C.; B. S. Phetteplace, Mgr. Central Franklin Process Co., Chattanooga, Tenn.; C. R. Ewing, Mgr.

GASTONIA BRUSH CO., Gastonia, N. C. C. E. Honeycutt, Mgr.

GENERAL DYESTUFF CORP., 230 Fifth Ave., New York City. Sou. Office & Warehouse, 1101 S. Blvd., Charlotte, N. C.; B. A. Stigen, Mgr.

GENERAL ELECTRIC CO., Schenectady, N. Y. Sou. Sales Offices & Warehouses: Atlanta, Ga., E. H. Ginn, Dist. Mgr.; Birmingham, Ala., W. L. Alston, Mgr.; Charlotte, N. C., E. P. Coles, Mgr.; Dallas, Tex., L. T. Blaisdell, Dist. Mgr.; Houston, Tex., E. M. Wise, W. O'Hara, Mgr.; Oklahoma City, Okla., F. B. Hathaway, B. F. Dunlap, Mgrs. Sou. Sales Office: Greenville, S. C., R. T. Brooks, Mgr.; Chattanooga, Tenn., W. O. McKinney, Mgr.; Ft. Worth, Tex., A. H. Keen, Mgr.; Knoxville, Tenn., A. B. Cox, Mgr.; Louisville, Ky., E. B. Myrick, Mgr.; Memphis, Tenn., G. O. McFarlane, Mgr.; Nashville, Tenn., J. H. Barksdale, Mgr.; New Orleans, La., B. Willard, Mgr.; Richmond, Va., J. W. Hicklin, Mgr.; San Antonio, Tex., I. A. Uhr, Mgr. Sou. Service Shops: Atlanta, Ga., W. J. Seibert, Mgr.; Dallas, Tex., W. F. Kaston, Mgr.; Houston, Tex., F. C. Bunker, Mgr.

GENERAL ELECTRIC VAPOR LAMP CO., Hoboken, N. J. Sou. Reps.: Frank E. Keener, 187 Spring St., N.W., Atlanta, Ga.; C. N. Knapp, Commercial Bank Bldg., Charlotte, N. C.

GREENSBORO LOOM REED CO., Phone 5071, Greensboro, N. C. Geo. A. McFeters, Mgr., Charlotte, N. C. Phone 4255, E. J. McFeters, Supt., E. A. Hill, representative, 238 Oakland Ave., Spartanburg, S. C.

GILL LEATHER CO., Salem, Mass. Sou. Reps.: Ralph Gossett, 904 Woodside Bldg., Greenville, S. C.; Hammer & Kirby, Gastonia, N. C.; Belton C. Plowden, Griffin, Ga.

GOODYEAR TIRE AND RUBBER CO., INC., THE, Akron, Ohio. Sou. Reps.: W. C. Killick, 205-207 E. 7th St., Charlotte, N. C.; P. B. Eckels, 141 N. Myrtle Ave., Jacksonville, Fla.; Boyd Arthur, 713-15 Linden Ave., Memphis, Tenn.; T. F. Stringer, 500-5 N. Carrollton Ave., New Orleans, La.; E. M. Champion, 709-11 Spring St., Shreveport, La.; Paul Stevens, 1609-11 First Ave. North, Birmingham, Ala.; B. S. Parker, Jr., Cor. W. Jackson and Oak Sts., Knoxville, Tenn.; E. W. Sanders, 209 E. Broadway, Louisville, Ky.; H. R. Zierach, 1225-31 W. Broad St., Richmond, Va.

HALTON'S SONS, THOS., "C" and Clearfield, Philadelphia, Pa. Sou. Rep.: Dennis J. Dunn, P. O. Box 1261, Charlotte, N. C.

HART PRODUCTS CORP., 1440 Broadway, New York City. Sou. Reps.: Chas. C. Clark, Box 274, Spartanburg, S. C.; Samuel Lehrer, Box 265, Spartanburg, S. C.; W. G. Shull, Box 923, Greenville, S. C.; O. T. Daniel, Textile Supply Co., 30 N. Market St., Dallas, Tex.

HAYWOOD, MACKAY & VALENTINE, INC., New York City. Sou. Office: Reynolds Bldg., Winston-Salem, N. C.; T. Holt Haywood, Mgr.

HERMAS MACHINE CO., Hawthorne, N. J. Sou. Rep.: Carolina Specialty Co., P. O. Box 520, Charlotte, N. C.

HINDE & DAUCH PAPER CO., THE, Sandusky, Ohio. Sou. Office, Plant and Reps.: P. O. Box 1538, Richmond, Va.; S. K. Taylor, Mgr. C. A. Van Wagner, Sou. Rep., Hotel Robert E. Lee, Winston-Salem, N. C.

HOUGHTON & CO., E. F., 240 W. Somerset St., Philadelphia, Pa. Sou. Reps.: J. M. Keith, 525 Rhodes-Haverty Bldg., Atlanta, Ga.; Jas. A. Brittain, 1028 Comer Bldg., Birmingham, Ala.; Porter H. Brown, P. O. Box 656, Chattanooga, Tenn.; H. J. Waldron and D. O. Wylie, P. O. Box 663, Greensboro, N. C.; R. J. Maxwell, P. O. Box 1241, Greenville, S. C.; F. A. Giersch, 418 N. 3rd St., St. Louis, Mo., for New Orleans, La.

HOWARD BROS. MFG. CO., Worcester, Mass. Sou. Office and Plant: 244 Forsyth St., S.W., Atlanta, Ga.; Guy L. Melcher, Mgr. Sou. Reps.: E. M. Terryberry, 208 Embassy Apts., 1613 Harvard St., Washington, D. C.; Guy L. Melcher, Jr., Atlanta Office.

HYEGOLIT, INCORPORATED, Kearny, N. J. Southern Reps.: J. Alfred Lecher, 519 Johnston Bldg., Charlotte, N. C.; Belton C. Plowden, Griffin, Ga.

ISELIN-JEFFERSON CO., 328 Broadway, New York City. Sou. Reps.: C. F. Burney, 5631 Willis Ave., Dallas, Tex.; C. E. Malone, 1013 Glenn Bldg., Atlanta, Ga.

JOHNSON, CHAS. B., Paterson, N. J. Sou. Rep.: Carolina Specialty Co., Charlotte, N. C.

KEEVER STARCH CO., Columbus, Ohio. Sou. Office: 1200 Woodside Bldg., Greenville, S. C.; Daniel H. Wallace, Sou. Agent. Sou. Warehouses: Greenville, S. C., Charlotte, N. C., Burlington, N. C. Sou. Rep.: Claude B. Iler, F. O. Box 1383, Greenville, S. C.; Luke J. Castle, 2121 Dartmouth Place, Charlotte, N. C.; F. M. Wallace, 2027 Morris Ave., Birmingham, Ala.

LAVONIA MFG. CO., Lavonia, Ga.

LOCKWOOD-GREENE ENGINEERS, INC., 100 E. 42nd St., New York City. Sou. Office: Montgomery Bldg., Spartanburg, S. C.; R. E. Barnwell, V. P.

MANHATTAN RUBBER MFG. DIVISION OF RAYBESTOS-MANHATTAN, INC., Passaic, N. J. Sou. Offices and Reps.: The Manhattan Rubber Mfg. Div., 1108 N. Fifth Ave., Birmingham, Ala.; Alabama-Annisston, Anniston Hdw. Co. Co.; Birmingham, Crandall Eng. Co. (Special Agent); Birmingham, Long-Lewis Hdw. Co.; Gadsden, Gadsden Hdw. Co.; Huntsville, Noolin Hdw. & Supply Co.; Tuscaloosa, Allen & Jemison Co.; Montgomery, Tesque Hardware Co. Florida-Jacksonville, The Cameron & Barkley Co.; Miami, The Cameron & Barkley Co.; Tampa, The Cameron & Barkley Co.; Georgia-Atlanta, Atlanta Belting Co.; Augusta, Bearing Parts & Supply Co.; Columbus, A. H. Watson (Special Agent); Macon, Bibb Supply Co.; Savannah, D. DeTreville (Special Agent); Kentucky, Ashland, Ben Williamson & Co.; Harlan, Kentucky Mine Supply Co.; Louisville, Graff-Pelle Co. North Carolina-Charlotte, Matthews-Morse Sales Co.; Charlotte, Charlotte Supply Co.; Fayetteville, Huske Hdw. House; Gastonia, Gastonia Belting Co.; Goldsboro, Dewey Bros.; High Point, Beson Hdw. Co.; Lenoir, Bernhardt-Seagle Co.; Wilmington, Wilmington Iron Works; Winston-Salem, Kester Machinery Co. South Carolina-Anderson, Sullivan Hdw. Co.; Charleston, The Cameron & Barkley Co.; Columbia, Columbia Supply Co.; Greenville, Sullivan Hdw. Co.; Sumter, Sumter Machinery Co.; Tennessee-Chattanooga, Belting & Supply Co.; Johnson City, Summers Hdw. Co.; Knoxville, W. J. Savage Co.; Nashville, Buford Bros., Inc. Service Rep.: J. P. Carter, 62 North Main St., Greer, S. C. (Phone 186). Salesmen: H. W. Blair, 2340 Westfield Road, Charlotte, N. C.; E. H. Olney, 101 Gertrude St., Alta Vista Apts., Knoxville, Tenn.; C. P. Shook, Jr., 1031 North 30th St., Birmingham, Ala.

MARSTON CO., JOHN P., 247 Atlantic Ave., Boston, Mass. Sou. Rep.: C. H. Ochs, Hotel Charlotte, Charlotte, N. C.

MATHIESON ALKALI WORKS, INC., 250 Park Ave., New York City. Sou. Plant, Saltville, Va., E. A. Hulta, V.-Pres. Sou. Office: First Nat'l Bank Bldg., Charlotte, N. C.; Fred C. Tilton, Mgr. Sou. Reps.: E. M. Murray, E. M. Rollins, Jr., J. W. Ivey and B. T. Crayton, Charlotte Office; R. C. Staple, Box 483, Chattanooga, Tenn.; Z. N. Holler, 208 Montgomery St., Decatur, Ga.; J. W. Edmiston, Box 570, Memphis, Tenn.; V. M. Coates, 807 Lake Park, Baton Rouge, La.; T. J. Boyd, Adolphus Hotel, Dallas, Tex.

MAUNY STEEL CO., 237 Chestnut St., Philadelphia, Pa. Sou. Reps.: Aubrey Mauney, Burlington, N. C.; Don L. Hurlburt, 511 James Bldg., Chattanooga, Tenn.

MERROW MACHINE CO., THE, 8 Laurel St., Hartford, Conn. Sou. Reps.: E. W. Hollister, P. O. Box 563, Charlotte, N. C.; R. B. Moreland, P. O. Box 899, Atlanta, Ga.

MORTON MACHINE WORKS, Columbus, Ga. Sou. Rep.: Carolina Specialty Co., Charlotte, N. C.

NATIONAL ANILINE & CHEMICAL CO., INC., 40 Rector St., New York City. Sou. Office & Warehouse: 201 W. First St., Charlotte, N. C.; W. H. Willard, Mgr. Sou. Reps.: J. I. White, W. L. Barker, C. E. Blakely, Charlotte Office; J. T. Chase, Americans Savgs. Bk. Bldg., Atlanta, Ga.; H. A. Rodgers, 910 James Bldg., Chattanooga, Tenn.; J. E. Shuford, Jefferson St. Life Bldg., Greensboro, N. C.; E. L. Pemberton, 343 Dick St., Fayetteville, N. C.

NATIONAL OIL PRODUCTS CO., Harrison, N. J. Southern Reps.: R. B. MacIntyre, Hotel Charlotte, Charlotte, N. C.; G. H. Small, 310 Sixth St., N.E., Atlanta, Ga.; Warehouse, Chattanooga, Tenn.

NATIONAL KING TRAVELER CO., 257 W. Exchange St., Providence, R. I. Sou. Office and Warehouse: 131 W. First St., Charlotte, N. C. Sou. Reps.: L. E. Taylor, Charlotte Office; G. D. Taylor, Sou. Agent, Gaffney, S. C.; Otto Pratt, Gaffney, S. C.; H. L. Lanier, Shawmut, Ala.; Roy S. Clemmons, 528 W. Peachtree St., Atlanta, Ga.

NEW YORK & NEW JERSEY LUBRICANT CO., 292 Madison Ave., New York City. Sou. Office, 601 Kingston Ave., Charlotte, N. C. Lewis W. Thompson, Sou. Dist. Mgr. Sou. Warehouse: Charlotte, N. C.; Spartanburg, S. C.; New Orleans, La.; Atlanta, Ga.; Greenville, S. C.

OAKITE PRODUCTS, INC., New York, N. Y. Sou. Div. Office and Warehouse, Atlanta, Ga.; L. W. McCann, Div. Mgr., Atlanta, Ga.; E. Moline, Augusta, Ga.; R. H. Bailey, Memphis, Tenn.; H. J. Canny, Greensboro, N. C.; L. H. Gill, New Orleans, La.; W. A. McBride, Richmond, Va.; P. F. Wright, Chattanooga, Tenn.; J. C. Leonard, Div. Mgr., St. Louis, Mo.; W. B. Mix, Dallas, Tex.; C. A. Ormsby, Indianapolis, Ind.; G. C. Polley, Houston, Tex.; H. J. Steeb, St. Louis, Mo.; G. W. Tennyson, Peoria, Ill.; B. C. Browning, Tulsa, Okla.; R. M. Brown, Kansas City, Mo.; H. Bryan, Oklahoma City, Okla.; C. L. Fischer, St. Louis, Mo.

PERKINS & SON, INC., B. F., Holyoke, Mass. Sou. Rep.: Fred H. White, Independence Bldg., Charlotte, N. C.

PHILADELPHIA QUARTZ CO., 121 S. Third St., Philadelphia, Pa. Southern Reps.: Chas. H. Stone, Charlotte, N. C.; Paper Makers Chemical Corp., Atlanta, Ga.

PLATT'S METALLIC CARD CLOTHING CO., Lexington, N. C. U. S. Agent, F. L. Hill, Box 407, Lexington, N. C. Sou. Reps.: W. F. Stegall, Crumpton, N. C.; R. L. Burkhead, Varner Bldg., Lexington, N. C.

ROCKWEAVE MILLS, LaGrange, Ga., Wm. H. Turner, Jr. V.-Pres. and Gen. Mgr. Sou. Reps.: Carolina Specialty Co., Charlotte, N. C.; Hamner & Kirby, Gastonia, N. C.; J. M. Tull Rubber & Supply Co., 285 Marietta St., Atlanta, Ga.; Young & Vann Supply Co., 1725 First Ave., Birmingham, Ala.; Mills & Lupton Supply Co., Chattanooga, Tenn.; Nashville Machine & Supply Co., Nashville, Tenn.; Montgomery & Crawford, Spartanburg, S. C.; Sullivan Hdw. Co., Anderson, S. C.; Noland Co., Inc., Roanoke, Va.

SACO-LOWELL SHOPS, 147 Milk St., Boston Mass. Sou. Office and Repair Depot, Charlotte, N. C.; Walter W. Gayle, Sou. Agent; Branch Sou. Offices: Atlanta, Ga.; Fred P. Brooks, Mgr.; Spartanburg, S. C.; H. P. Worth, Mgr.

SEYDEL CHEMICAL CO., Jersey City, N. J. Sou. Warehouse, Greenville, S. C. Sou. Reps.: W. T. Smith, Box 349, Greenville, S. C.; I. G. Moore, 301 N. Market St., Dallas, Tex.

SEYDEL-WOOLLEY CO., 748 Rice St., N.W., Atlanta, Ga.

SHAMBOW SHUTTLE CO., Woonsocket, R. I. Sou. Rep.: M. Bradford Hodges, Box 752, Atlanta, Ga.

SIPP-EASTWOOD CORPORATION, Paterson, N. J. Sou. Rep.: Carolina Specialty Co., Charlotte, N. C.

SIRRIE & CO. J. E., Greenville, S. C.

SOLVAY SALES CORP., 61 Broadway, New York City. Sou. Reps.: Chas. H. Stone, 822 W. Morehead St., Charlotte, N. C.; Burkhardt-Schler Chemical Co., 1202 Chestnut St., Chattanooga, Tenn.; Woodward Wight Co., 451 Howard Ave., New Orleans, La.; J. A. Sidduth & Co., Birmingham, Ala.; Miller-Lenesty Supply Co., Tampa, Miami and Jacksonville, Fla.

SONOCO PRODUCTS CO., Hartsville, S. C.

SOUTHERN SPINDLE & FLYER CO., Charlotte, N. C., Wm. H. Mooky, Mgr.

STANLEY WORKS, THE, New Britain, Conn. Sou. Office and Warehouse: 552 Murphy Ave., S.W., Atlanta, Ga.; H. C. Jones, Mgr.; Sou. Reps.: Horace E. Black, P. O. Box 424, Charlotte, N. C.

STEEL HEDDLE MFG. CO., 2100 W. Allegheny Ave., Philadelphia, Pa. Sou. Office and Plant: 621 E. McBee Ave., Greenville, S. C. H. E. Littlejohn, Mgr. Sou. Rep.: W. O. Jones and C. W. Cain, Greenville Office.

STEIN, HALL & CO. INC., 285 Madison Ave., New York City. Sou. Office, Johnston Bldg., Charlotte, N. C. Ira L. Griffin, Mgr.

TERRELL MACHINE CO., Charlotte, N. C., E. A. Terrell, Pres. and Mgr.

TEXTILE DEVELOPMENT CO., THE, 1001 Jefferson Standard Bldg., Greensboro, N. C. Sidney S. Paine, Pres. Ga.-Ala. Rep., Robert A. Morgan, Rome, Ga.

TEXTILE-FINISHING MACHINERY CO., THE, Providence, R. I. Sou. Office, 909 Johnston Bldg., Charlotte, N. C., H. G. Mayer, Mgr.

U S BOBBIN & SHUTTLE CO., Manchester, N. H. Sou. Plants: Monticello, Ga. (Jordan Division); Greenville, S. C.; Johnson City, Tenn. Sou. Reps.: L. K. Jordan, Sales Mgr., First National Bank Bldg., Charlotte, N. C.

U. S. RING TRAVELER CO., 159 Aborn St., Providence, R. I. Sou. Reps.: Wm. P. Vaughan, Box 792, Greenville, S. C.; O. B. Land, Box 4, Marietta, Ga. Stocks at: Textile Mill Supply Co., Charlotte, N. C.; Charlotte Supply Co., Charlotte, N. C.; Gastonia Mill Supply Co., Gastonia, N. C.; Carolina Mill Supply Co., Greenville, S. C.; Sullivan Hdw. Co., Anderson, S. C.; Fulton Mill Supply Co., Atlanta, Ga.; Young & Vann Supply Co., Birmingham, Ala.

VEEDER-ROOT, INC., Hartford, Conn. Sou. Reps.: W. A. Kennedy Co., Johnston Bldg., Charlotte, N. C.; Carolina Specialty Co., 122 Brevard Court, Charlotte, N. C.

VICTOR RING TRAVELER CO., Providence, R. I. Sou. Offices and Warehouses: 615 Third National Bank Bldg., Gastonia, N. C.; A. B. Carter, Mgr.; 520 Angier Ave., N.E. Atlanta, Ga.; B. F. Barnes, Mgr. Sou. Reps.: B. F. Barnes, Jr., Atlanta Office; A. D. Carter and N. H. Thomas, Gastonia Office.

VISCOSE CO., Johnston Bldg., Charlotte, N. C., H. Wick Rose, Mgr.

WHITIN MACHINE WORKS, Whittinsville, Mass. Sou. Offices: Whitin Bldg., Charlotte, N. C.; W. H. Forcher and R. I. Dalton, Mgrs.; 1317 Healey Bldg., Atlanta, Ga. Sou. Reps.: M. P. Thomas, Charlotte Office; I. D. Wingo and C. M. Powell, Atlanta Office.

WHITINSVILLE SPINNING RING CO., Whittinsville, Mass. Sou. Rep.: Webb Durham, 2029 East Fifth St., Charlotte, N. C.

State College Installs New Drive on Loom

The Reeves Pulley Company, of Columbus, Ind., has installed in the Textile School of North Carolina State College, the first Reeves Variable Speed Transmission ever applied to a loom. This transmission is a self-contained unit which receives power at a constant speed from a motor and transmits it to the loom at adjustable speeds between predetermined minimum and maximum limits.

The unit will regulate the speed of the loom with accuracy. Each change from one speed to another, when desired, is effected swiftly and smoothly. There are no steps or jumps, or change of gears in changing from one speed to another.

Several months ago this company also installed in the Textile School the first Reeves Variable Speed Transmission applied to a spinning frame, so that North Carolina State College is now equipped to make a detailed study of the advantages of variable speed transmission in the spinning of yarns and weaving of fancy fabrics.

Carolina Mills Indorse Reduced Rates From West

Spartanburg, S. C.—Cotton and mill men in this section are interested in a recent reduction by the Southern Railway on cotton shipments from the Mississippi Valley. This reduction in rates on both compressed and uncompressed cotton from Memphis and New Orleans to Carolina mill points is 15 cents per hundred pounds. Since it has become effective, mill men of this territory have been informed that the Louisville & Nashville Railroad has protested to the Interstate Commerce Commission, seeking to prevent the Southern from continuing its voluntary reduction.

Mill men are urging the commission by wire and letter to let the reduction of the Southern remain in force in view of the fact that reduced rates have already been granted Gulf ports. Otherwise, they claim, the textile industry of the two Carolinas will be discriminated against.

Goods Market Continues Quiet

"We have come to the end of another quiet week with sales somewhat below last week's level. Towels have

continued in good demand and the volume of colored goods business has remained about the same as last week. Wide print cloths were very quiet but the narrow print cloths were quite active for nearby delivery. Sheetings were rather quiet but there were occasional inquiries for considerable quantities of special constructions for later delivery, in many cases running through summer months," the Hunter Manufacturing and Commission Company reports.

"The February cloth figures confirm our estimate of last week. Stocks of all goods on which reports are made are now the lowest since these figures began to be tabulated in 1928. Backed up by the curtailment in the print cloth industry, prices have continued to give a good account of themselves and they have remained practically unchanged for the last two or three weeks.

"We continue to hope for some improvement in the finished goods business as Easter draws nearer.

Don't Fail to See The Beautiful Magnolia Gardens and Middleton Place Gardens This Season

See the magnificent camellias, azaleas, japonicas and scores of other rare shrubs now blooming and very beautiful.

Southern Railway System

offers greatly reduced round trip fares from all stations to
CHARLESTON, S. C.

DATES OF SALE

Feb. 26-27—March 4-5-11-12-18-19
Final limit prior to midnight Wednesday immediately following date of sale.

ROUND TRIP FARE from some of the Principal Points

Charlotte	\$5.50
Mooreville	5.50
Statesville	5.50
Gastonia	5.50
Salisbury	6.00
Concord	5.50

Low Round Trip Fares one fare plus one-half fare for the round trip, on sale March 1, 3, 6, 8, 10, 13, 15, 17, 20, 22nd. Final limit 7 Days.

Ask Ticket Agents about reduced round trip fares from other points. Excellent service. Convenient schedules. Write or call for beautiful leaflets showing scenes in the Magnolia Gardens.

R. H. GRAHAM

Division Passenger Agent
Southern Railway Passenger Sta.
Charlotte, N. C.

Phones:

2-3351—3-6161—Branch 25

Mill Village Activities

Edited by Mrs. Ethel Thomas Dabbs—"Aunt Becky."

Birmingham, Ala.

AVONDALE MILLS

When Superintendent C. L. Mangum, "Uncle Hamp" and I accompanied Miss Katherine Malone, welfare director, to the kindergarten, we found a big group of happy, healthy kiddies in charge of Mrs. Jarvis and Mrs. Blake, teachers.

Those little people were truly well trained and well-behaved. It was play hour, and some were building block houses; some hauling supplies in wheelbarrows; little girls busy sewing and doing laundry for their doll-babies; some looking at picture books; some playing "keep house."

At a signal that all understood, play ceased and toys were carefully put away and the play room made tidy by the little folks—and it was done quickly and methodically. One cute little girl bounced into "Uncle Hamp's" lap and got all tangled up in his heart strings. He just keeps talking about that little darling.

They sang and recited for us gladly and without a bit of self-consciousness. They were all neat, clean and perfectly lovely in every way. They were not "cleaned up" after they reached the kindergarten, either; they came from home properly groomed, I know, because they were not in uniform—and were a credit to their mothers and the community.

It is no wonder that the children of the various Avondale Mills take honors at school and grow up talented and develop into such fine citizens. They are surrounded from the cradle on with every tender, loving care, and given every possible advantage.

At the big, handsome and commodious Community House, there's a fine library, a wonderful auditorium, night classes, part-time classes, domestic science classes, a cannery and all kinds of indoor games.

SUMMER CAMP

The Summer Camp is used alternately by boys and girls, well chaperoned, and is said to be a most ideal camp. Young people are here taught to look after themselves, to respect the rights of others, and to serve unselfishly. A big bus carries the campers to and from camp.

LOST MY NOTES

Had a list of the names of overseers but lost all my Alabama notes and can only write from memory. Dewey Bates, second hand in carding; F. M. Burks and J. A. Hall, section men; F. E. Bulger, card grinder, and Arthur Pyle, overseer spinning, and B. B. Comer, Jr., were among those whose subscriptions I secured.

"Uncle Hamp" and I had the joy of sticking our feet under the table in the hospital home of Superintendent and Mrs. C. L. Mangum, who truly have an ideal home.

MR. DONALD COMER BUSY

Just a glimpse of Mr. Donald Comer as he stepped into an auto and dashed away. He was and is chairman of the Anti-Hoarding Committee, and said that there were lots of suggestions being offered as to "how to get money from stockings, but not so much said about getting it from socks."

SELMA MFG. CO.

This was formerly the Stroud-Holcombe mill, which has had severe reverses but is running, to the joy of operatives.

T. H. Barrett, overseer weaving, R. L. Baugham, overseer, and T. H. Johnson, overseer spooling, warping and twisting, are among our new subscribers, and others take it.

This is a really nice mill, and we sincerely hope it will soon be as prosperous as it looks.

Two or three years ago we were in this mill, slipped on a wet floor and suddenly sat down.

Cordova, Ala.

INDIAN HEAD MILLS OF ALABAMA

From Birmingham, Uncle Hamp and I went to Cordova, got lost and winded around through mountains—miles out of the way, but finally reached there and were cordially welcomed by the courteous agent, Wayland B. Pickard.

There's a coal mine just a few yards back of this mill which furnishes fuel at \$2.50 per ton to the operatives. Hundreds of feet back under the hills curious specimens of ossified vegetation are found among the coal. Tree trunks and limbs, perfect pictures of fern, flowers, etc., are photographed on the slaty rock.

The mill has a nice library building near by and also quite a museum. There is a large ossified fish, a part of a snake and other curiosities that came from the mine deep in the bowels of the earth—also parts of tree trunks and limbs turned to stone.

How did they get there? Probably in time of the Biblical flood, a mountain toppled over and closed up a stream. Truly there are strange things found in this mine.

All our notes were lost and we can't remember all the leaders. B. T. Nuttall is overseer carding and spinning; W. T. Dupree, overseer weaving, and G. E. Foster, overseer cloth room. Mr. Pickard is agent, superintendent and everything.

G. C. Bruner, Ed Cochran, N. S. Black, W. M. Burnett, R. T. Morrow, Joe Sullivan, E. V. Rainwater, A. A. Harris and J. R. Mulligan are among the progressives who are interested in keeping posted. They all read the best Textile Journal published in the South and for the South, by Southern people.

The people at Cordova are positive they are working for the best man in the world—Mr. Pickard. They have nice homes to live in and are happy.

Florence, Ala.

CHERRY COTTON MILL

Oh boy! Did we have a great time here? I'll say we did. M. W. Darby, general manager and treasurer, and Superintendent James Oates certainly were nice to us. Mr. Oates took us to Wilson Dam, to the Nitrate Plant and all over that wonderful Muscle Shoals.

It is said that more than 150 million dollars were spent in this venture. The dam is over a mile long and 59 men lost their lives building it; their names are on a monument at one end of the dam.

There are lovely houses on this property, empty and going to ruin. It is about the biggest and most glaring mistake the Government has ever made—to let that property and all those millions go to waste.

Cherry Cotton Mills are making wonderful fancy yarns—and have improved in many ways under the supervision of Mr. Oates. He was not efficiency man for the Government so long for nothing. He has brains and uses them. If he needs a thing, he makes it and it works.

We have a nice list of subscribers to the Bulletin at Cherry Mills and are proud of them all. Here again we are needing our lost notes. "Uncle Hamp" never gets tired relating what he saw at Muscle Shoals and we are both grateful to Mr. Oates for the treat.

Goldville, S. C.

THE JOANNA NEWS

Mrs. J. J. Smith of Clover, S. C., is spending a few weeks with her daughter, Mrs. J. W. Lovelace.

Miss Roxie Murdock of Pendleton, S. C., spent the week-end with Mrs. J. L. Delany.

Mr. and Mrs. G. H. Frady, Yates Frady and Miss Grace Turner spent Sunday with Mr. and Mrs. Tom Woodruff, Clinton, S. C.

Mr. and Mrs. Fred Bartlett and little son of Greenville were Sunday guests of Mr. and Mrs. E. L. Thomas.

Misses Dorothy Clark and Audrey Frady spent the week-end with Miss Ruby Woodruff, Clinton, S. C.

Mrs. J. L. Furr of Clinton spent Sunday with Mrs. Furman Frady.

Mr. Meggs Odell of Whitmire spent the week-end with Mr. Cecil Odell.

Mrs. C. B. Tew spent the week-end with her mother in Newberry, S. C.

Friends of little Miss Mary Ethel Dunnaway, daughter of Mrs. W. P. Dunnaway, will regret to learn that she is quite ill with pneumonia.

Friends of Mrs. J. M. Bozard will be glad to know that she is much better after being ill for the past two weeks.

Mrs. Eunice O'Shields and children of Bath, S. C., and Mrs. James and daughter, Bobbie, of Whitmire were week-end guests of Mrs. C. A. O'Shields.

BIRTHDAY DINNER

The children and grandchildren of Mr. and Mrs. J. T. Fulmer gathered at their home on Joanna Square to celebrate the birthdays of both Mr. and Mrs. Fulmer. A bountiful dinner was served.

Those present for this occasion were: Mr. and Mrs. Walter Fulmer and daughter, Mr. and Mrs. James Fulmer, Mr. and Mrs. Clarence Fulmer, Mr. and Mrs. Harry Barrett, and J. T. Fulmer, Jr., all of Goldville; Mr. and Mrs. C. T. Morris and children and Miss Minnie Mae Roten of Newberry, S. C.

GIRLS' CLUB HONORS MR. MOORHEAD

On Tuesday evening the Joanna Girls' Club gave a party in their club rooms honoring Mr. W. A. Moorhead, who has just passed another milestone in life.

The birthday cake bore forty-six candles and the girls are hoping that he will live in Goldville to see many more candles added to his cake.

Group No. 2, composed of Miss Lois Byars, chairman,

and Misses Doris Abrams, Edna Hamm, Katie Harrelson and Margaret Sample, entertained. They served delicious ice cream, cake and mints.

Mrs. W. A. Moorhead and Mrs. P. B. Mitchell were also guests of the club.

Thirty-five girls were present to wish Mr. Moorhead "many happy returns of the day."

Selma, Ala.

SUNSET MILL

Dear Aunt Becky:

It has been so long since I wrote for the Textile Bulletin that I've almost forgotten how to start. But I hope you won't let the office goat get this letter if you happen to have one around.

We just hope you and Uncle Hamp enjoyed your little stay here in our village as much as we enjoyed having you. It was just too short a stay, that's all. There are so many people here who wanted to meet you.

We are still in a "rush" and are working extra, but we are all glad to have work to do.

There has been lots of sickness in our village and we still have a few sick folks but they are all improving. Some have already gone back to work.

Spring gardening has been making rapid progress here but along came a freeze Saturday night and we've got to take a new start. Nearly everything was killed. We are not discouraged, though. Just wait till the freeze is over and see how folks will work.

There is to be a city-wide revival in Selma beginning next Sunday, March 13th, and running two weeks. Rev. Mr. Roberts of Sunset church is co-operating also. We hope great good will come from these meetings.

The Epworth League went to the First Baptist church in a body to hear the lecture on Prohibition Sunday night.

Night school at the Sunset school is going fine with a good attendance at both Tuesday and Thursday night classes.

The marriage of Miss Luella McGough and Mr. James Hartley, which took place at the court house Saturday night, came as a surprise to the friends of the couple. We wish them much happiness.

BLUEBIRD.

Habersham, Ga.

HABERSHAM MILLS

Dear Aunt Becky:

I have never seen anything in your paper about our place and hope you have space for a few lines. We think this is a fine place, and that we have some of the best men in the world to work for.

S. Y. Stribling, general manager, is always jolly and friendly; Aubrey Motz is his assistant and bookkeeper.

A. C. Harper is overseer carding, T. M. Hawkins at night. J. D. Elrod, day second hand; card grinder, W. H. Medlock; second hand at night, E. S. Sosebee.

L. H. Thomason, overseer day spinning and George Maynard at night; day second hand, C. W. Sosebee; second hand at night, Jim Hallford.

Day finishing, B. H. Sosebee; at night, L. M. Masters; day second hand, Bob Perdue; H. Y. Elrod, in warping and winding.

We are running full time with no talk of curtailing.

JUST A PAL.

CLASSIFIED ADS.

THE RIGHT WAY TO TRAVEL
is by train. The safest. Most comfortable. Most reliable. Costs less. Inquire of Ticket Agents regarding greatly reduced fares for short trips.
SOUTHERN RAILWAY SYSTEM

More Cotton Used

World consumption of all kinds of cotton during the first half of the season increased 306,000 running bales,

and world consumption of American during the same period increased 662,000 bales, according to estimates of International Association of Master Spinners and Manufacturers Associations, Manchester. The increases are by comparison with the figures for the first half of last season. The decrease in consumption of foreign cottons was 336,000 running bales.

The International Association estimated world consumption of American for the first half of this season at

5,940,000 running bales, of foreign cotton at 5,530,000 bales, and of all kinds of cotton at 11,470,000 bales. The figures for the first half of last season, or 1930-31, were American, 5,278,000; foreign, 5,886,000; all kinds, 11,164,000.

The International Association's figures compare closely with similar statistics issued recently by the New York Cotton Exchange Service, given, however, in equivalent 478-pound bales instead of running bales. These figures for the first half of this season were: world consumption of American, 5,975,000 bales; of foreign, 5,550,000; of all kinds, 11,475,000. The exchange's figures for the first half of last season were: American, 5,377,000; foreign, 5,562,000; all kinds, 10,939,000.

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Set Regular "Want Ad" Style, without border or display lines—4c per word, each insertion.

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Charlotte, N. C.

Spring Excursion

Washington, D. C.

Saturday, March 19, 1932

—\$5.00—

Round Trip Fare From Charlotte

Tickets good in coaches and sleeping cars upon payment Pullman charges.

Special Round Trip Pullman Rates

Total Round Trip Railroad and Pullman Cost

Lower berth, one pass., \$10.00—

2 pass., \$7.75 each

Upper berth, one pass., \$9.00—

2 pass., \$7.25 each

Lv. Charlotte Saturday, March 19th, 8:20 p. m.

Ar. Washington Sunday, March 20th, 7:05 a. m.

Lv. Washington Sunday, March 20th, 6:50 p. m.

Ar. Charlotte Monday, March 21st, 5:00 a. m.

Spend all day Sunday in Washington. Visit the Nation's Capital — Lincoln Memorial—Arlington—Colonial Georgetown—Zoo and many other attractive sight-seeing trips.

This is the lowest round trip railroad fare and Pullman rate ever offered to Washington, and affords a fine opportunity for students, class groups and others to visit and see Washington.

Make reservations and purchase tickets early. Call on Southern Railway Ticket Agents.

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Here are the Crucial Minutes

*... which the
business paper
helps to save*



"Mr. Smith," calls the secretary. The first of a line of waiting salesmen, hurriedly collecting hat and sample case, enters the buyer's office.

A ground-glass door closes behind him. The other men shift, recross their legs and settle down to wait their turn. It won't be long now.

And it won't! For the average time given to salesmen is brief—heart-breakingly brief, sometimes. In retail stores it varies between 4 minutes in department stores and 21 minutes in furniture stores, with an average for all lines of 12 minutes per interview. In industrial concerns it is scarcely longer.

Yet within those few minutes every actual sale must be consummated. Here, within the walls of one room, across one desk, and in the space of a few hundred seconds are focused the entire efforts of management, produc-

tion, advertising—to stand or fall on the result of personal salesmanship. Here are the crucial minutes when a man must sell.

And because these selling minutes are so few, so precious, it is important to save them for actual selling, to free the hands of salesmen for the important work which can only be done face to face with the buyer.

It is here that the business paper is of untold value to the manufacturer. For it reaches *in advance* the man behind the ground-glass door. In its pages can be said beforehand everything that must be said as a preliminary to effective personal selling; to get introductions and explanations out of the way; to create friendships and reputations; to clear the decks for two-fisted selling.

Because the business paper of today deals so authoritatively and constructively with the problems of its industry, profession or trade, it not only passes through the ground-glass door, but it is read, thoroughly and attentively, by the man who constitutes the manufacturer's most important single objective. His interest makes the business paper the key to saving crucial selling minutes.

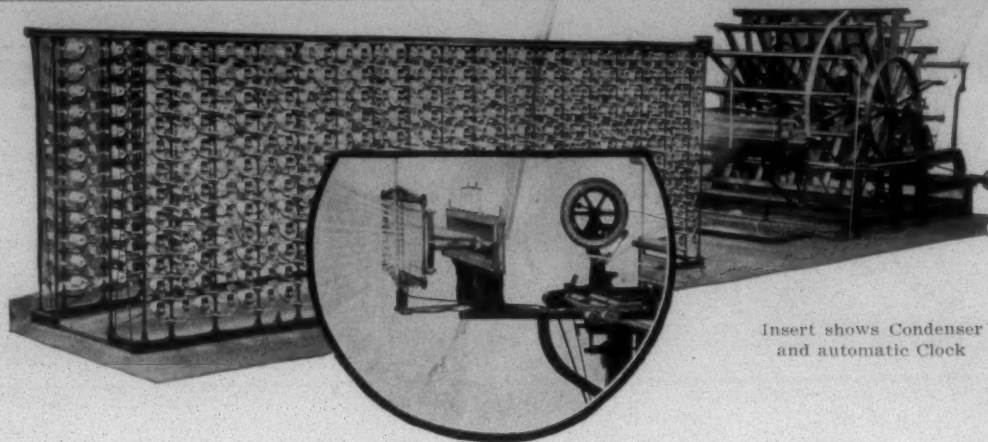


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Insert shows Condenser
and automatic Clock

One Hour and 45 Minutes To Make and Beam a 1360-Yard Warp

RECENTLY a manufacturer made and beamed a rayon warp 1360 yards long, consisting of 3360 ends, in one hour and 45 minutes. Formerly a warp of this description would have required six hours.

Our new warper and creel meet today's demand for high speed without sacrificing quality. In fact many manufacturers tell us they get much better warps on this than on their old type equipment.

From the standpoint of operating economy and fewer "seconds" it will pay you to get complete details of this warper and creel—write us today.

**HIGH
SPEED
RAYON
WARPER**



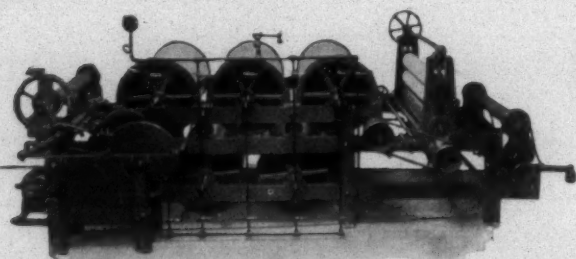
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YOU can secure much greater production on the Johnson Warp Sizer with steam pressures of 1 to 2 lbs. than you can on other types of equipment with 15 to 20 lbs. pressure. At such low steam pressure you avoid all possibility of damaging your warps because of excessive drying temperature.

Furthermore the Johnson dries the yarn more uni-

formly because BOTH sides of the yarn come in contact with the drying cylinders. Moreover the manipulation the yarn receives, bending over and under the cylinders, leaves it much softer and more pliable.

If you are using yarns that require sizing it will pay you to get full details of the low-cost performance of this machine.

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